

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 7, 1986

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	32.2	28,140
2	FAMILY TIES	30.2	26,390
3	CHEERS	25.1	21,940
4	MURDER, SHE WROTE#	24.8	21,680
5	GOLDEN GIRLS	24.6	21,500
6	60 MINUTES	23.8	20,800
7	NIGHT COURT	23.1	20,190
8	BARBARA WALTERS SPECIAL(S)	22.2	19,400
9	DALLAS	21.5	18,790
10	WHO'S THE BOSS?	21.4	18,700
11	CBS SPECIAL ALLSTAR PARTY(S)	21.0	18,350
12	NEWHART	20.7	18,090
13	GROWING PAINS	20.5	17,920
14	CAVANAUGHS#	19.9	17,390
15	NBC SUNDAY NIGHT MOVIE	19.7	17,220
16	AMEN	19.4	16,960
16	MOONLIGHTING	19.4	16,960

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	27.1	61,630
2	FAMILY TIES	25.2	57,180
3	CHEERS	19.9	45,130
4	NIGHT COURT	17.8	40,370
5	GOLDEN GIRLS	16.3	37,050
6	GROWING PAINS	15.5	35,140
7	WHO'S THE BOSS?	15.4	35,040
8	MURDER, SHE WROTE#	14.4	32,590
9	60 MINUTES	14.1	31,980
10	MOONLIGHTING	13.3	30,300
11	DALLAS	13.1	29,780
12	NEWHART	13.1	29,740
13	CHIPMUNK CHRISTMAS(S)	13.0	29,620
14	NFL FTBL GAME NBC-THU(S)	13.0	29,560
15	MIAMI VICE	12.9	29,260
16	KATE & ALLIE	12.5	28,480
17	AMEN	12.5	28,410

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	29.3	26,600
2	FAMILY TIES	27.9	25,300
3	CHEERS	22.1	20,100
4	GOLDEN GIRLS	21.8	19,840
5	NIGHT COURT	20.2	18,310
6	MURDER, SHE WROTE#	20.1	18,240
7	BARBARA WALTERS SPECIAL(S)	19.5	17,730
8	DALLAS	19.5	17,710
9	NBC SUNDAY NIGHT MOVIE	18.0	16,370
10	NEWHART	17.1	15,570
11	AMEN	17.1	15,550
12	60 MINUTES	17.0	15,440
13	GROWING PAINS	17.0	15,420
14	MOONLIGHTING	16.9	15,370
15	CAVANAUGHS#	16.9	15,340
16	WHO'S THE BOSS?	16.8	15,260

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	23.6	19,350
2	FAMILY TIES	21.2	17,360
3	CHEERS	19.9	16,300
4	NFL FTBL GAME NBC-THU(S)	19.1	15,680
5	60 MINUTES	18.2	14,940
6	NIGHT COURT	17.9	14,680
7	NFL MONDAY NIGHT FOOTBALL	17.3	14,220
8	CBS NFL FTBL GAME-THU(S)	16.7	13,660
9	NFL FOOTBALL GAME 2-NBC#	16.0	13,140
10	MURDER, SHE WROTE#	15.1	12,390
11	ABC NFL FOOTBALL SPEC.(S)	14.6	11,980
12	MIAMI VICE	14.1	11,520
13	CBS SPECIAL ALLSTAR PARTY(S)	13.8	11,330
14	CBS NFL FOOTBALL GAME 1	13.7	11,220
15	DAVID LETTERMAN-SPECIAL(S)	13.4	10,980
16	GOLDEN GIRLS	13.1	10,780
17	MAGNUM, P.I.	12.7	10,400
18	CBS NFL FOOTBALL GAME 2#	12.4	10,150
19	WHO'S THE BOSS?	12.3	10,050
20	CAVANAUGHS#	12.0	9,820

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING - TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING DECEMBER 7, 1986

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	FAMILY TIES	28.9	16,590
2	BILL COSBY SHOW	28.0	16,070
3	CHEERS	23.3	13,390
4	NIGHT COURT	20.8	11,920
5	MOONLIGHTING	18.9	10,820
6	GROWING PAINS	18.8	10,780
7	WHO'S THE BOSS?	17.8	10,240
8	NBC SUNDAY NIGHT MOVIE	17.8	10,220
9	BARBARA WALTERS SPECIAL(S)	17.6	10,080
10	GOLDEN GIRLS	17.0	9,770
11	NEW HART	15.4	8,850
12	EASY STREET	14.8	8,510
13	DALLAS	14.7	8,440
14	MIAMI VICE	14.4	8,240
15	L.A. LAW#	13.9	7,970
16	CAVANAUGHS#	13.7	7,860

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	MURDER, SHE WROTE#	35.9	10,020
2	GOLDEN GIRLS	30.5	8,520
3	DALLAS	30.0	8,360
4	BILL COSBY SHOW	29.8	8,300
5	60 MINUTES	28.7	8,010
6	CBS SPECIAL ALLSTAR PARTY(S)	26.7	7,460
7	FALCON CREST	26.6	7,420
8	MATLOCK	25.6	7,140
9	FAMILY TIES	24.1	6,720
10	AMEN	23.7	6,600
11	NBC MONDAY NIGHT MOVIES#	21.6	6,030
11	227	21.6	6,030
13	KATE & ALLIE	21.5	5,990
14	BARBARA WALTERS SPECIAL(S)	20.5	5,720
15	HIGHWAY TO HEAVEN	20.4	5,690
16	FACTS OF LIFE	20.0	5,570
17	CAVANAUGHS#	19.7	5,490

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	BILL COSBY SHOW	22.1	12,320
2	CHEERS	21.1	11,800
3	FAMILY TIES	20.9	11,670
4	NIGHT COURT	19.1	10,660
5	NFL FTBL GAME NBC-THU(S)	17.7	9,900
6	NFL FOOTBALL GAME 2-NBC#	15.1	8,410
7	NFL MONDAY NIGHT FOOTBALL	14.9	8,310
8	CBS NFL FTBL GAME-THU(S)	14.2	7,910
9	DAVID LETTERMAN-SPECIAL(S)	13.8	7,680
10	MIAMI VICE	13.7	7,650
11	ABC NFL FOOTBALL SPEC.(S)	13.2	7,380
12	60 MINUTES	13.1	7,330
13	GROWING PAINS	12.9	7,190
13	WHO'S THE BOSS?	12.9	7,190
15	MOONLIGHTING	12.8	7,120
16	HILL STREET BLUES#	11.8	6,560
17	CBS NFL FOOTBALL GAME 1	11.7	6,520
18	ABC SUNDAY NIGHT MOVIE#	11.6	6,460
19	MAGNUM, P.I.	11.1	6,180

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	29.0	6,090
2	MURDER, SHE WROTE#	27.5	5,780
3	BILL COSBY SHOW	26.1	5,490
4	CBS SPECIAL ALLSTAR PARTY(S)	25.7	5,400
5	GOLDEN GIRLS	22.3	4,680
6	NFL FTBL GAME NBC-THU(S)	21.9	4,600
7	NFL MONDAY NIGHT FOOTBALL	21.7	4,560
8	MATLOCK	21.5	4,510
9	FAMILY TIES	20.3	4,260
10	DALLAS	19.6	4,120
11	CBS NFL FTBL GAME-THU(S)	19.4	4,080
12	NFL FOOTBALL GAME 2-NBC#	18.2	3,830
13	NBC NIGHTLY NEWS	17.9	3,760
14	ABC NFL FOOTBALL SPEC.(S)	17.8	3,740
15	CBS NFL FOOTBALL GAME 1	17.2	3,620
15	CBS SUNDAY MOVIE	17.2	3,620
17	AMEN	17.1	3,590
18	HUNTER#	17.0	3,560
19	CBS NFL FOOTBALL GAME 2#	16.9	3,540

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
WK	DAY	START	DUR	NET	TYPE	PROG.	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM.		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)		
#		TIME						WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11		
EVENING																														
A TEAM										A 13.2 23 1154	1789	716 301	783 181^	356 367	366 386	664 174^	349 366	336 256	117^ 15v	225^ 200^										
1 FRI. 8.00P 60 NBC A										B 13.4 23 1171	1859	651 284	712 212	396 387	347 262	665 212	412 385	332 206	129 38	353 252										
8.00 - 8.30										A 12.6 22 1101	1757	715 291	778 168^	347 355	355 394	655 167^	327 343	323 277	117^ 15v	207^ 182^										
8.30 - 9.00										A 13.9 24 1215	1800	715 307	783 189^	358 375	374 378	666 178^	367 383	346 236	112^ 15v	239 214^										
ABC BUSINESS BRIEF-WED										A 13.7 22 1197	1729	760 303	816 311	496 477	370 280	561 180	351 331	299 192	142 54^	210 165										
WED. 8.58P 1 ABC N										B 13.7 21 1197	1831	765 318	818 337	553 513	369 216	549 223	394 333	253 141	208 107	256 192										
ABC BUSINESS BRIEF-FRI										A 9.3 16 813	1988	674 324	811 250	405 413	322 348	419 91^	250 266	219 153^	152^ 98^	606 369										
1 FRI. 8.58P 1 ABC N										B 11.2 19 979	1936	720 319	838 275	471 440	348 315	424 117	231 232	195 162	161 103	513 319										
2 FRI. 8.43P 1																														
ABC NEWSBRIEF-MON										A 11.1 17 970	1701	648 287	724 221	420 412	321 258	722 168	391 442	434 236	153 45^	102^ 81^										
MON. 8.58P 1 ABC N										B 11.9 18 1040	1732	627 273	707 199	381 385	331 270	731 180	407 420	399 262	130 47	164 122										
ABC NEWSBRIEF-TUE										A 14.4 22 1259	1758	831 375	926 383	636 598	413 218	545 235	394 367	261 99^	147 80^	140 84^										
TUE. 9.58P 1 ABC N										B 14.7 23 1285	1689	761 338	840 360	593 535	378 200	599 273	422 366	240 140	142 73	108 76										
ABC NEWSBRIEF-WED										A 12.9 20 1127	1549	895 359	990 324	552 519	441 364	405 126^	216 212	201 158	51^ 25v	103^ 65^										
1 WED. 9.58P 1 ABC N										B 13.3 21 1162	1558	808 362	890 301	503 481	402 320	495 163	275 268	228 181	69 33	104 77										
2 WED. 9.57P 2																														
ABC NEWSBRIEF-THU										A 9.2 15 804	1817	830 297	978 307	491 435	402 398	596 242	380 264	241 196	120^ 75^	123^ 123^										
THU. 9.58P 1 ABC N										B 9.3 15 813	1653	791 326	936 295	463 430	411 375	570 190	299 265	248 211	53 20	94 71										
ABC NEWSBRIEF-FRI										A 6.5 10 568	1673	644 292	720 126^	363 425	430 295	549 167^	378 315	308 162^	132^ 72^	272 207^										
FRI. 9.58P 1 ABC N										B 7.8 13 682	1774	667 334	731 211	415 416	385 271	586 192	364 352	282 195	158 66	299 218										
ABC NEWSBRIEF-SAT.										A 7.4 13 647	1835	740 411	877 380	541 475	343 270	408 129^	244 245	198^145^	206^ 83^	344 240										
SAT. 9.58P 1 ABC N										B 7.7 13 673	1666	710 292	811 278	445 410	348 310	475 116	238 253	260 202	121 64	259 196										
ABC NEWSBRIEF-SUN.										A 14.2 21 1241	1850	600 251	653 230	442 425	338 181	755 320	544 567	345 164	211 113	231 186										
1 SUN. 9.58P 1 ABC N										B 13.5 20 1180	1757	664 296	729 223	425 434	369 243	714 285	501 444	316 187	162 73	152 119										
2 SUN. 8.58P 1																														
ABC NFL FOOTBALL SPEC.(S)										A 17.3 28 1512	1362	369 182^	383 140^	232 213	193 132^	792 283	487 498	391 248	85^ 18v	102^ 59^										
2 SUN. 9.00P 183 ABC SE																														
9.00 - 9.30										A 16.9 25 1477	1583	406 222	421 141^	248 235	196 155^	859 307	500 555	408 266	107^ 42v	196 136^										
9.30 - 10.00										A 20.1 29 1757	1421	358 211	382 145^	251 207	194 117^	836 288	487 534	407 259	96^ 32v	107^ 85^										
10.00 - 10.30										A 20.1 29 1757	1300	338 185	342 123^	214 203	176 113^	828 303	513 514	408 252	59^ 13v	71^ 48^										
10.30 - 11.00										A 16.8 26 1468	1315	357 153^	359 119^	194 193	184^142^	792 295	519 490	382 245	93^ LT	71^ 32v										
11.00 - 11.30										A 15.7 27 1372	1300	349 165^	378 140^	218 206	200^142^	761 276	510 493	389 224	85^ 15v	76^ 23v										
11.30 - 12.00										A 15.0 32 1311	1218	405 147^	422 173^	267 236	210^128^	640 217	383 386	340 226	68^ LT	88^ 26v										
ABC SPORTS UPDATE-SAT										A 7.6 13 664	2248	693 277	796 333	481 513	315 231	515 142^	306 305	256 187^	288 126^	649 409										
SAT. 8.58P 1 ABC SN										B 6.8 11 594	1815	678 252	762 271	412 426	299 290	472 156	265 257	201 186	159 102	422 297										
ABC SPORTS UPDATE-SUN										A 12.6 19 1101	2206	681 304	754 324	531 498	318 203	756 348	556 543	313 167	244 100^	452 315										
1 SUN. 8.58P 1 ABC SN										B 11.6 17 1014	2088	666 268	737 284	468 460	337 208	660 255	470 443	311 163	199 92	492 336										
2 SUN. 8.21P 1																														
ABC SUNDAY NIGHT MOVIE										A 13.1 21 1145	1685	610 226^	678 224^	422 398	361 219^	755 307	565 554	391 160^	143^ 49v	109^ 35v										
1 SUN. 9.00P 135 ABC FF										B 16.2 25 1416	1711	701 309	772 269	484 464	381 229	704 281	495 455	337 172	123 50	112 70										
9.00 - 9.30										A 12.0 18 1049	1613	658 237^	719 217^	430 434	397 245^	724 294	523 553	345 171^	146^ 59v	24v 24v										
9.30 - 10.00										A 12.8 19 1119	1617	636 281	698 208^	446 443	400 210^	747 308	553 587	355 160^	147^ 59v	25v 25v										
10.00 - 10.30										A 13.7 22 1197	1693	544 180^	610 190^	378 342	327 210^	762 340	596 566	380 132^	154^ 51v	167^ 45v										
CONT'D																														

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

1ST DEC. 1986 REPORT

PROGRAM INFORMATION								AUDIENCE COMPOSITION																							
						T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
PROGRAM NAME						K E Y	Avg. Aud.	Avg. Share %	Avg. Aud. (0,000)	TOTAL PERSONS (+)	LADY WORK- ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL								
WK #	DAY	START TIME	DUR	NET TYPE			%	%	(0,000)	(+)		TOTAL	18-34	18-49	25-54	35-64	65+	TOTAL	18-34	18-49	25-54	35-64	65+		6-11						
EVENING CONT'D																															
FAMILY TIES THU. 8.30P 30 NBC CS						B	215	215	A	30.2	49	2639	2167	781	373	958	388	629	562	436	253	657	262	442	400	312	161	258	141	294	184
							99	99	B	32.3	49	2823	2055	810	384	925	384	631	561	403	235	594	257	428	385	263	131	224	124	312	209
GUNGHO 2 FRI. 9.30P 30 ABC CS						1		187	A	8.1	13	708	1627	649	259^	734	148^	386^	462	456	272^	550	194^	368^	267^	285^	182^	91v	36v	252^	172
							94		B	8.1	13	708	1627	649	259	734	148	386	462	456	272	550	194	368	267	285	182	91	36	252	172
GIMME A BREAK WED. 9.00P 30 NBC CS						7	195	166	A	12.5	20	1093	1635	671	304	829	273	432	368	353	340	339	95^	169	184	162	137	224	100^	243	147
							97	92	B	15.5	24	1355	1729	724	323	864	304	515	450	373	299	437	157	284	251	208	127	205	96^	223	159
GOLDEN GIRLS SAT. 9.00P 30 NBC CS						7	210	211	A	24.6	40	2150	1723	836	253	923	270	455	441	397	396	501	120	258	259	255	217	141	85	158	120
							98	99	B	25.5	42	2229	1830	839	314	924	260	485	470	406	382	502	145	268	260	225	209	143	90	261	193
GROWING PAINS TUE. 8.30P 30 ABC CS						6	211	189	A	20.5	30	1792	1961	764	392	858	374	600	551	377	190	543	251	402	335	231	102	274	148	286	201
							99	97	B	22.0	32	1923	1948	763	371	843	372	609	546	368	177	530	251	399	337	222	104	268	145	307	212
HALLMARK HALL-FAME(S) 2 MON. 9.00P 120 NBC GD							194		A	13.7	21	1197	1604	664	361	932	349	540	435	345	332	407	94^	200^	211^	228^	135^	68^	49v	197^	168^
							98		A	13.1	19	1145	1642	682	331	918	328	527	430	350	332	438	116^	230^	220^	234^	141^	76^	45v	210^	170^
9.00 - 9.30									A	13.6	20	1189	1653	697	386	949	354	566	438	350	336	422	101^	223^	213^	238	138^	58v	35v	224^	191^
9.30 - 10.00									A	13.9	22	1215	1598	655	369	938	345	527	435	350	344	403	80^	179^	214^	230	141^	58v	52v	199^	178^
10.00 - 10.30									A	14.0	23	1224	1533	632	362	930	374	544	437	331	322	370	81^	170^	201^	210^	120^	79^	59^	154^	133^
10.30 - 11.00																															
HEAD OF THE CLASS WED. 8.30P 30 ABC CS						B	207	166	A	15.7																					

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1986 REPORT

PROGRAM NAME										I/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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														WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL M.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
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1	FRI.	8.00P	60	ABC	CE				97				A 9.1	16	795	2504	765	454	927	381	561	579	305	278	446	35	255	323	303	123	268	178	863	518
		8.00 - 8.30											A 8.4	14	734	2533	724	460	887	393	555	583	299	261	393	41	231	289	271	104	187	122	1066	661
KNOTS LANDING																																		
	THU.	10.00P	60	CBS	GD				99	205	202		A 15.4	27	1346	1565	882	341	963	337	551	529	417	342	418	154	249	241	190	138	125	74	59	50
		10.00 - 10.30											B 16.9	29	1477	1514	866	341	949	335	550	518	396	334	423	167	264	215	189	135	93	49	49	36
		10.30 - 11.00											A 15.2	26	1328	1599	893	334	970	340	545	518	406	353	422	157	245	246	185	144	129	68	78	65
													A 15.6	28	1363	1520	870	346	953	331	556	538	429	330	409	152	252	234	192	126	116	78	42	33
LIFE-ADVENTURES-S. CLAUS(S)																																		
2	TUE.	8.00P	60	CBS	EA				92	157			A 10.8	16	944	2217	665	275	823	404	548	425	266	240	472	142	268	326	235	146	326	131	596	332
		8.00 - 8.30											A 10.6	15	926	2156	632	226	761	355	467	373	242	259	466	132	263	308	228	158	367	141	562	314
		8.30 - 9.00											A 11.0	16	961	2264	695	321	880	446	622	471	290	224	476	150	272	340	237	136	284	123	624	348
L.A. LAW																																		
2	THU.	10.00P	60	NBC	GD				99	207			A 17.1	28	1495	1403	739	399	850	324	533	568	418	241	471	148	290	332	247	139	53	30	29	19
		10.00 - 10.30											B 17.1	28	1495	1403	739	399	850	324	533	568	418	241	471	148	290	332	247	139	53	30	29	19
		10.30 - 11.00											A 17.9	29	1564	1388	722	388	835	320	523	561	416	237	481	154	307	356	261	125	52	27	20	20
													A 16.2	28	1416	1424	765	414	873	330	548	581	423	247	464	145	275	310	229	154	49	32	38	18
MACGYVER																																		
	MON.	8.00P	60	ABC	A				90	8	204	158	A 13.5	20	1180	1714	653	266	735	185	397	403	360	279	674	170	384	427	399	215	150	47	155	123
		8.00 - 8.30											B 14.4	22	1259	1748	649	274	733	198	390	393	353	278	711	196	418	411	386	239	124	56	180	127
		8.30 - 9.00											A 12.8	19	1119	1689	644	250	716	175	383	394	355	277	660	163	375	412	394	220	148	48	165	130
													A 14.3	21	1250	1713	652	276	742	192	404	406	358	278	677	172	389	436	400	206	149	45	145	114
MAGNUM, P.I.																																		
	WED.	9.00P	60	CBS	PD				97	8	205	197	A 17.1	27	1495	1675	731	302	824	222	465	473	443	303	695	230	412	415	336	226	69	36	87	68
		9.00 - 9.30											B 16.7	26	1460	1688	732	302	809	235	466	449	408	296	666	242	439	416	324	184	111	46	102	69
		9.30 - 10.00											A 16.2	26	1416	1668	734	301	824	212	456	468	445	312	694	223	405	408	337	229	64	32	86	65
													A 18.1	29	1582	1668	725	299	819	232	472	473	437	292	692	236	417	415	331	224	71	37	86	71
MATLOCK																																		
										8	208	182	A 17.2	25	1503	1514	754	253	843	142	295	312	386	475	522	55	174	205	283	299	84	46	65	48
CONT'D																																		

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1986 REPORT

										AUDIENCE COMPOSITION															
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
										WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
										TOTAL					TOTAL					TOTAL FEM.		TOTAL 6-11			
PROGRAM NAME	DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-49	25-54	35-64	55+	18-34	18-49	25-54	35-64	55+	12-17	6-11
WILMING CONT'D																									
MONDAY NIGHT F-CONT'D																									
10.30 - 11.00								A 19.3 30 1687		1514	447 215	482 168	264 296	217 165	869 259	529 566	488 251			89 29^	74^ 36^				
11.00 - 11.30								A 18.0 32 1573		1449	441 227	477 168	274 301	212 160	851 230	513 561	484 258			77^ 31^	44^ 21^				
11.30 - 12.00								A 15.7 34 1372		1388	433 205	467 168	279 298	209 149	800 205	457 485	465 276			66^ 32^	55^ 27^				
NIGHT COURT								A 23.1 38 2019		2000	781 386	906 344	590 564	436 240	728 324	528 482	346 144			200 126	166 86				
THU. 9.30P 30 NBC CS								B 24.4 38 2133		1801	777 366	852 328	565 535	399 227	659 293	497 451	308 133			152 89	138 95				
1986								A 7.7 13 673		1575	690 214^	734 182^	339^348^	280^359^	730 218^	382^305^	312^304^			97^ 41^	14^ 14^				
2 TUE. 10.00P 60 NBC DN								B 10.2 17 891		1572	715 292	764 201	403 415	398 299	688 204	439 410	351 212			76 46	44 33				
10.00 - 10.30								A 7.9 13 690		1594	660 202^	703 169^	318^320^	271^353^	762 248^	420 327^	307^307^			102^ 55^	27^ 27^				
10.30 - 11.00								A 7.6 13 664		1526	711 222^	756 191^	354^372^	287^362^	685 186^	339^276^	309^296^			85^ 26^	17^ 17^				
OUR HOUSE								A 10.9 17 953		1739	844 353	906 261^	489 501	436 341	543 113^	233^282^	308 223^			157^ 65^	133^ 71^				
1 SUN. 7.00P 60 NBC GD								B 13.8 22 1206		1921	785 332	873 279	521 472	401 306	594 200	373 343	290 185			180 100	274 159				
7.00 - 7.30								A 9.7 15 848		1749	866 337	920 245^	464 495	450 378	588 119^	226^285^	339 251^			123^ 58^	118^ 66^				
7.30 - 8.00								A 12.0 18 1049		1738	831 367	898 274	511 509	426 311	508 108^	240^276^	283 204^			187^ 72^	145^ 76^				
OUR WORLD								A 6.5 10 568		1285	570 115^	723 158^	217^360^	319^336^	467^ 89^	175^249^	237^218^			48^ 20^	47^ 47^				
2 THU. 8.00P 60 ABC DN								B 6.2 9 542		1559	641 281	873 279	521 472	401 306	560 175	314 327	299 173			110 50	118 74				
8.00 - 8.30								A 6.3 9 551		1225	537 102^	680 136^	180^329^	294^351^	450^ 70^	168^236^	240^214^			44^ 16^	51^ 51^				
8.30 - 9.00								A 6.7 10 586		1324	595 123^	756 176^	251^384^	339^319^	476 108^	181^256^	226^220^			49^ 20^	43^ 43^				
PERFECT STRANGERS								A 14.8 24 1294		1876	773 295	837 385	591 520	338 208	596 247	446 403	295 129			188 79^	255 159				

WED. 8.00P 30 ABC CS	99 93	B 16.3 26 1425	1885 745 287	825 352 582 522 360 196	550 237 416 375 262 111	218 110	292 197
PERRY COMO CHRISTMAS SPEC(S)	207	A 12.7 23 1110	1594 751 257	868 148^ 344 341 400 475	430 92^ 180^163^ 182^237^	124^ 36^	172^ 79^
2 SAT. 10.00P 60 ABC GV	97	A 12.4 22 1084	1636 744 279	871 148^ 349 352 407 468	440 95^ 188^171^ 191^239^	142^ 54^	183^ 78^
10.00 - 10.30		A 12.9 24 1127	1557 762 239^	870 148^ 341 327 397 487	420 87^ 171^154^ 174^237^	104^ 16^	163^ 79^
10.30 - 11.00							
ST. ELSEWHERE	8 208 198	A 13.7 23 1197	1647 795 464	937 355 601 562 429 277	534 171 379 367 313 129	144 70^	32^ 29^
WED. 10.00P 60 NBC GD	99 98	B 14.1 24 1232	1588 801 387	913 341 587 550 423 268	515 192 367 352 267 118	102 42	58 46
10.00 - 10.30		A 13.8 23 1206	1643 798 471	941 354 599 555 424 286	530 169 373 356 309 133	136 65^	36^ 31^
10.30 - 11.00		A 13.6 24 1189	1642 791 454	932 358 602 561 428 269	536 173 385 375 317 125	147 73^	27^ 27^
SCARECROW & MRS. KING	8 187	A 14.1 23 1232	1794 910 435	965 286 497 481 412 412	606 159^ 342 334 311 213^	26^ 11^	197^ 111^
2 FRI. 8.00P 60 CBS GD	94	B 14.8 25 1294	1653 803 354	904 219 448 440 424 400	524 143 289 283 270 197	64 29	161 95
8.00 - 8.30		A 13.2 22 1154	1815 862 382	915 261 454 445 385 414	650 215^ 398 396 303 201^	18^ 6^	232^ 134^
8.30 - 9.00		A 15.0 24 1311	1766 950 479	1004 307 533 513 434 407	565 110^ 292 279 316 224	33^ 15^	164^ 90^
SIDEKICKS	2 191	A 9.6 17 839	2026 680 365	796 235^ 504 512 462 201^	602 160^ 399 417 345 136^	207^ 92^	421 226^
1 SAT. 8.00P 30 ABC OP	92	B 9.5 16 830	1948 651 322	732 196 465 468 402 222	575 142 392 402 337 150	149 71	492 340
SIMON & SIMON	1 202	A 12.4 18 1084	1807 809 208^	826 141^ 280 463 436 363	739 249^ 457 491 340 215^	78^ 60^	164^ 99^
2 THU. 8.30P 60 CBS PD	99	B 12.4 18 1084	1807 809 208	826 141 280 463 436 363	739 249 457 491 340 215	78 60	164 99
8.30 - 9.00		A 10.9 16 953	1858 806 228^	806 137^ 260^440 435 366	757 249^ 457 500 363 225^	73^ 73^	222^ 135^
9.00 - 9.30		A 13.9 20 1215	1755 808 190^	837 144^ 293 475 431 362	720 250 457 481 321 205^	81^ 50^	117^ 68^
60 MINUTES	10 209 209	A 23.8 35 2080	1538 677 251	741 145 269 322 349 384	718 197 352 380 353 294	41^ 19^	38^ 29^
1 SUN. 7.59P 60 CBS DN	99 99	B 23.2 36 2028	1568 703 276	762 146 320 351 367 373	690 178 341 362 339 289	48 16	68 43
2 SUN. 7.00P 60							
7.00 - 7.30		A 21.9 34 1914	1618 721 288	762 105^ 210 293 392 440	795 241 411 414 372 316	44^ 20^	17^ 17^
7.30 - 8.00		A 23.7 35 2071	1551 683 271	734 102^ 205 283 391 419	768 219 390 402 381 302	34^ 13^	15^ 15^
CONT'D							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1986 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
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WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- OF HOUSE WOM.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1986 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																					
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
										HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)		LADY WORK-ING HOUSE WOM		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)			
										K E		AVG. AUD. SHARE %		AVG. AUD. (0,000)				TOTAL					TOTAL					TOTAL		TOTAL	
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										WK 1 WK 2		%																			

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PROGRAM NAME						T/C THIS SEASON	NO OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES:																			
WK #	DAY	START TIME	DUR	NET TYPE	PROG.	WK 1	WK 2	K E Y	Avg. Aud. %	Avg. Share %	Total Persons (2+)	Lady Work-ing House Wom.	WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
									%	%	(0,000)		TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM	TOTAL M				
CBS NFL FTBL PRE-THU(S) 1 THU. 12.00N 30 CBS SC	203 96							A	11.3	28	988	1954	470	288	685	222^	367	279^	274^287	817	336	539	518	348	188^	197^	40v	255^	134^	
CBS NFL FTBL GAME-THU(S) 1 THU. 12.30P 223 CBS SE	203 96							A	16.3	43	1425	1838	547	303	632	217	368	303	285^231	957	288	555	594	519	284	159^	50v	90^	58^	
12.30 - 1.00								A	13.7	35	1197	1774	484	299	699	257	417	305	314	243	845	277	483	506	413	264	126^	29v	104^	70^
1.00 - 1.30								A	16.2	41	1416	1758	551	300	633	181^	339	281	311	257	905	233	460	520	515	320	138^	36v	82^	70^
1.30 - 2.00								A	17.0	43	1486	1795	557	286	635	185^	328	275	290	271	892	275	470	526	481	289	193	60^	75^	57^
2.00 - 2.30								A	16.4	44	1433	1752	561	307	631	202	345	295	278	257	890	224	466	538	524	295	174^	72^	57^	43v
2.30 - 3.00								A	16.0	44	1398	1755	505	296	571	195^	316	255	251	230	970	298	572	634	525	275	160^	65^	54^	40v
3.00 - 3.30								A	17.4	48	1521	1852	510	282	565	197	328	270	252	209	1059	355	665	687	549	278	145^	39v	83^	66^
3.30 - 4.00								A	17.2	48	1503	2054	623	327	655	267	447	382	285	175^	1099	368	715	697	569	281	171^	42v	129^	71^
4.00 - 4.30								A	16.2	45	1416	2144	675	381	785	330	532	469	339	200	1040	240	647	688	617	292	144^	52^	175^	53^
CBS NFL FTBL POST-THU(S) 1 THU. 4.13P 17 CBS SC	203 96							A	9.3	26	813	2306	706	426	846	357	569	545	364	212^	950	194^	530	636	565	261^	266^	137^	244^	78v
DAYS OF OUR LIVES 1 MTUWF 1.00P 60 NBC DD	39 208 210							A	6.9	23	603	1514	893	253	1000	329	592	543	504	349	367	147	196	136	133	128	107^	94^	40^	27v
2 M-F 1.00P 60	99 99						B	6.8	23	594	1465	886	226	1001	342	570	491	431	376	352	138	186	128	132	124	69	63	43	17	
1.00 - 1.30																														

PROGRAM NAME										AUDIENCE COMPOSITION																	
T/C THIS SEASON										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
NO. OF STATIONS & PROGRAM COVERAGE										HOUSEHOLD AUDIENCES																	
K E Y										TOTAL PERSONS OF HOUSEHOLD																	
WK # DAY										WOMEN																	
START TIME DUR NET TYPE										MEN																	
WK 1 WK 2										TEENS (12-17)																	
WK 1 WK 2										CHILDREN (2-11)																	
WK 1 WK 2										TOTAL 6-11																	
WEEKDAY DAYTIME CONT'D																											
SCRABBLE										A 4.2 18 367 1341 844 144 875 232 365 370 346 431 328 47 86 109 151 196 45 27 93 33																	
1 M-W 11.30A 30 NBC QG 95 96										B 4.5 19 393 1242 770 138 815 173 325 327 330 432 330 73 114 114 136 180 25 15 72 28																	
2 M-F 11.30A 30																											
SEARCH FOR TOMORROW										A 2.5 9 219 1635 657 214 900 305 452 359 420 394 525 210 260 155 219 193 50 50 160 137																	
M-WTHF 12.30P 30 NBC DD 70 74										B 2.4 9 210 1620 771 193 951 348 460 354 345 451 499 181 269 168 232 182 41 33 129 85																	
2 TUE. 12.44P 16																											
SMURFS-FR SPECIAL(S)										A 4.6 15 402 1871 533 121 769 399 496 297 248 180 217 78 136 119 94 81 184 94 701 387																	
1 FRI. 10.00A 60 NBC CA 88										A 4.4 15 385 1896 493 107 872 443 572 288 268 205 199 62 117 117 84 82 198 107 627 360																	
10.00 - 10.30										A 4.7 15 411 1854 573 137 677 360 426 308 232 154 230 98 154 119 95 76 169 82 778 415																	
10.30 - 11.00																											
SUPER PASSWORD										A 3.5 13 306 1408 705 133 865 202 359 357 412 401 304 77 127 72 131 177 148 62 91 43																	
M-WTHF 12.00N 30 NBC QG 70 72										B 3.4 13 297 1209 729 100 816 137 276 276 342 490 279 59 93 68 110 175 65 21 49 19																	
SUPER PASSWORD-TUE(B)										A 2.1 8 184 1332 897 98 897 59 168 369 462 528 358 LT LT 39 162 319 LT LT 77 LT																	
1 TUE. 12.00N 5 NBC QG 56																											
TEEN WOLF SPCL(S)										A 4.0 13 350 1480 506 194 557 157 252 317 249 240 71 37 37 37 LT 34 197 197 655 478																	
1 FRI. 11.00A 30 CBS CA 82																											
THANKSGIVING DAY PARADE(S)										A 7.9 20 690 2352 756 243 955 299 550 454 423 362 818 266 576 431 423 211 231 83 348 190																	
1 THU. 9.00A 180 CBS AC 99										A 4.7 14 411 2681 843 267 998 287 612 571 574 314 907 212 572 445 528 295 372 236 404 268																	
9.00 - 9.30																											
9.30 - 10.00										A 7.1 19 621 2643 865 331 1038 364 652 545 492 330 822 238 598 465 452 203 252 104 531 319																	
10.00 - 10.30										A 8.1 20 708 2641 867 271 1088 380 660 531 486 378 858 240 639 489 515 187 257 109 438 229																	
10.30 - 11.00										A 8.7 20 760 2400 782 281 1042 423 612 442 360 384 818 281 583 408 393 206 216 48 324 136																	
11.00 - 11.30										A 9.2 21 804 2172 641 273 877 247 484 399 356 374 791 283 526 400 373 217 218 40 286 169																	
11.30 - 12.00										A 9.4 22 822 1871 626 78 769 129 361 318 369 384 766 303 545 389 341 206 148 38 188 95																	
TODAY SHOW-7.30AM										A 4.8 24 420 1281 728 216 797 184 409 402 380 328 470 88 236 243 265 179 12 LT LT LT																	
M-F 7.30A 30 NBC N 99 99										B 5.0 25 437 1301 741 240 797 180 423 419 384 320 440 107 220 217 217 181 14 LT 50 42																	
TODAY SHOW-8.30AM										A 5.4 23 472 1311 794 228 862 227 400 399 344 387 396 101 183 183 172 165 13 LT 40 22																	
M-F 8.30A 30 NBC N 99 99										B 5.1 23 446 1229 805 180 841 189 373 369 333 416 342 78 150 139 152 165 11 LT 35 20																	
\$25,000 PYRAMID										A 4.1 17 358 1145 643 125 704 151 276 283 290 374 307 105 123 128 138 143 28 28 106 48																	
1 M-W 10.00A 30 CBS QP 91 88										B 3.7 16 323 1150 696 148 769 187 337 308 297 397 283 86 135 113 120 128 23 18 75 24																	
2 M-F 10.00A 30																											
WHEEL OF FORTUNE										A 5.5 24 481 1326 796 113 843 220 337 335 320 446 347 68 112 116 148 204 57 19 79 29																	
1 M-W 11.00A 30 NBC QG 96 98										B 5.9 26 516 1270 799 128 846 173 324 327 333 465 328 73 117 100 124 186 28 14 68 21																	
2 M-F 11.00A 30																											
WILDFIRE SPCL(S)										A 2.5 8 219 2434 1131 922 1209 693 839 881 353 328 504 178 261 348 248 156 LT LT 708 708																	
1 FRI. 10.00A 30 CBS CA 77																											
YOUNG AND RESTLESS-TU(B)										A 2.7 11 236 1216 838 161 940 258 593 555 466 347 276 60 120 135 157 81 LT LT LT LT																	
1 TUE. 12.30P 5 CBS DD 42																											
YOUNG AND RESTLESS-TUE(B)										A 5.3 20 463 1028 679 74 713 52 250 293 406 420 255 90 90 23 126 165 LT LT 60 LT																	
1 TUE. 1.08P 22 CBS DD 76																											
YOUNG AND THE RESTLESS										A 7.8 30 682 1274 809 160 927 302 521 458 367 355 263 72 143 99 119 106 30 25 54 19																	
1 M & W 12.30P 60 CBS DD 99 99										B 7.8 30 682 1252 820 192 938 281 499 427 396 384 247 67 124 92 104 115 25 17 42 13																	
CONT'D																											

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	START DAY	TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	Avg. Aud. %	Avg. Share %	Total Pers. (2+)	Lady Work-ing House Wom.	WOMEN						MEN					TEENS (12-17)		CHILDREN (2-11)							
													TOTAL	18-34	18-49	25-54	35-64	65+	TOTAL	18-34	18-49	25-54	35-64	65+	TOTAL FEM.	TOTAL M.	TOTAL 6-11						
WEEKEND DAYTIME CONT'D																																	
CBS COLLEGE FOOTBA-CONT'D																																	
1 SAT.	3.45P	207		CBS SE		99	99	B	7.5	20	656	1343	408 152	432	100	206	199	207	197	744	206	388	373	361	298	76	21	91	44				
2 SAT.	2.23P	175						A	7.6	22	664	1200	345^187A	345^119A	149^170A	126^175A			680	106V	234^330A	344^350A			67V	LT	108V	LT					
	2.00 - 2.30							A	8.1	23	708	1226	358^202A	358^114A	156^177A	155^181A			668	88V	197^325A	336^343A			90V	21V	110^	LT					
	2.30 - 3.00							A	9.7	28	848	1249	381^203A	381^90A	161^190A	179^191A			736	69V	259^365	440	371		80V	43V	52V	LT					
	3.00 - 3.30							A	7.7	22	673	1290	381^228	381^120A	198^209A	181^172A			714	114A	274	340	382	362	112^	71A	83^	LT					
	3.30 - 4.00							A	7.7	21	673	1666	553^294	555	245	357	323	227	182A	671	103A	276	340	390	320	129^107A	311	56A					
	4.00 - 4.30							A	8.4	21	734	1599	604^333	606	265	385	352	223	201	691	126A	289	382	403	309	103^	82A	199	71A				
	4.30 - 5.00							A	8.2	20	717	1402	533^192A	537	160A	298	279	250	204	657	164A	284	362	357	295	103^	66A	105^	26V				
	5.00 - 5.30							A	6.7	16	586	1206	467^	467^	93V	221^188A	209^218A		647	132A	268^360A	390^287A			LT	LT	92V	LT					
	5.30 - 6.00							A	6.6	14	577	1050	411^141A	411^	55V	129^172A	205^239A		639	119V	280^266A	421^340A			LT	LT	LT	LT					
	6.00 - 6.30							A	8.2	17	717	1191	404^139A	404	91V	167^214A	197^190A		682	163A	319^274A	410	335A			105^	LT	LT	LT				
	6.30 - 7.00							A	12.4	25	1084	1454	492^63V	492	99V	216^239A	214^253A		767	205A	408	413	450	269	121^	LT	74^	37V					
CBS COLLEGE FOOTBALL POST						2	206	A	10.8	25	944	1531	510 299	515	192A	242^253A	207^231A		705	248A	355	445	324	260A	210^147A	101^	39V						
2 SAT.	5.18P	12		CBS SC		99	99	B	7.8	17	682	1455	505 286	508	172	251	264	212	220	688	240	345	413	313	259	178	118	81	32				
CBS NFL TODAY						10	206 202	A	7.6	22	664	1428	423 211A	429	83A	203^246	260	183A		732	195A	375	428	393	267	146^	LT	121^	4				

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1ST DEC. 1986 REPORT

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KEY: A=CURRENT REPORT S=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

1ST DEC. 1986 REPORT

PROGRAM NAME		T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION													
								VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													
								TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85-94	95-104	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	PERSONS (2+)	LADY WORK-ING HOUSE WOM.	18-34	18-24	25-34	35-44	45-54	55-64	65-74	75-84	85-94	95-104
WEEKEND DAYTIME CONT'D																					
ONE TO GROW ON-	SAT.	11:28A	2	NBC	CN	98	98	6.3	21	551	2162	350	179	372	233	296	173	121	63	374	145
SAT.	11:28A	2	NBC	CN	98	98	98	6.1	21	533	1797	366	167	403	261	322	219	115	63	237	127
ONE TO GROW ON-	SAT.	11:58A	2	NBC	CN	94	95	5.9	20	516	2120	358	188	371	240	340	167	102	106	322	76
SAT.	11:58A	2	NBC	CN	94	95	94	5.5	19	481	1775	380	183	411	239	301	225	148	83	234	92
PEE WEE'S PLAYHOUSE	SAT.	10:00A	30	CBS	CL	98	99	5.5	20	481	1665	241	90	259	189	200	158	70	59	272	172
SAT.	10:00A	30	CBS	CL	98	99	98	5.3	19	463	1737	318	114	366	207	267	179	125	90	216	122
POUND PUPPIES	SAT.	10:30A	30	ABC	CA	96	96	3.7	13	323	2074	506	93	506	386	409	174	120	97	130	87
SAT.	10:30A	30	ABC	CA	96	96	96	4.5	16	393	1865	339	151	367	236	294	226	116	63	190	91
PBA FALL TOUR	SAT.	2:00P	90	NBC	SE	91	89	3.8	11	332	1328	509	73	515	126	226	217	208	274	735	231
2:00 - 2:30								3.5	10	306	1343	515	105	553	119	228	212	219	303	626	198
2:30 - 3:00								3.8	12	332	1160	558	48	570	178	259	243	178	293	464	66
3:00 - 3:30								3.7	11	323	1365	492	59	492	96	198	195	208	279	817	278
								3.9	11	341	1440	481	106	481	103	216	213	234	250	915	349
REAL GHOSTBUSTERS	SAT.	10:00A	30	ABC	CA	97	98	4.4	16	385	1795	348	83	348	250	284	158	82	64	276	181
SAT.	10:00A	30	ABC	CA	97	98	97	5.2	19	454	1771	304	139	351	195	255	191	133	68	196	106
RICHELIE RICH	SAT.	11:30A	30	CBS	CA	90	88	4.3	15	376	1566	185	105	254	88	128	57	40	126	267	145
SAT.	11:30A	30	CBS	CA	90	88	90	4.3	15	376	1566	185	105	254	88	128	57	40	126	267	145
ROCK N WRESTLING-1						7	164	2.8	10	245	1159	257	LT	257	LT	110	110	110	147	LT	LT
1 SAT.	12:00N	30	CBS	CA		86		3.1	11	271	1558	348	72	367	150	206	222	137	88	239	89
ROCK N WRESTLING-2	SAT.	12:30P	30	CBS	CA	86	67	2.6	9	227	1630	194	93	269	181	181	62	49	70	334	166
SAT.	12:30P	30	CBS	CA		86	67	3.1	10	271	1781	318	100	426	285	337	208	89	59	314	155
ROCK N WREST-1(B)	2 SAT.	12:00N	30	CBS	CA		68	2.3	7	201	1831	199	115	313	187	187	64	133	133	632	498
SKINS GAME-SAT(S)	1 SAT.	3:30P	150	NBC	SE	98		5.7	15	498	1611	614	228	621	101	222	272	305	341	915	349
3:30 - 4:00								5.1	15	446	1686	552	247	601	113	242	221	341	331	878	231
4:00 - 4:30								5.1	14	446	1615	523	230	601	113	242	221	341	331	945	37
4:30 - 5:00								5.1	13	446	1578	665	251	665	146	275	337	345	328	913	361
5:00 - 5:30								6.3	16	551	1617	617	215	617	86	187	255	364	362	869	384
5:30 - 6:00								7.1	17	621	1504	617	165	617	86	187	255	364	362	869	384
SKINS GAME	1 SUN.	4:28P	104	NBC	SE	99		5.7	17	778	1611	600	201	611	101	222	272	305	341	915	349
4:30 - 5:00								5.1	17	708	1611	614	191	611	101	222	272	305	341	803	78
5:00 - 5:30								5.9	16	778	1611	571	213	611	101	222	272	305	341	813	158
5:30 - 6:00								4.8	18	822	1611	591	197	611	101	222	272	305	341	851	163
6:00 - 6:30								8.8	15	769	1611	624	168	611	101	222	272	305	341	743	136
SMURFS I	SAT.	9:00A	30	NBC	CA	99	99	5.5	23	481	1919	492	277	503	267	445	199	132	158	259	129
SAT.	9:00A	30	NBC	CA	99	99	99	5.3	23	463	1866	393	160	437	251	301	172	142	102	227	143
SMURFS II	SAT.	9:30A	30	NBC	CA	99	99	6.6	26	577	1877	410	154	419	178	252	115	109	167	287	111
SAT.	9:30A	30	NBC	CA	99	99	99	6.0	23	524	1734	361	122	404	232	274	108	123	101	246	139
SMURFS III	SAT.	10:00A	30	NBC	CA	99	99	6.8	25	594	2098	471	190	524	260	367	193	136	157	432	271
SAT.	10:00A	30	NBC	CA	99	99	99	6.7	25	586	1745	359	170	396	227	295	203	119	76	261	146

LA:	8.00A	30	ABC	(A	98	77	8	2.4	15	210	1500	331	181	00	700	100	150	102	240	97	150	150	67	72	74	40	873	530
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Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. NOV. 24, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						17,570 20.1				31,900 36.5							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,020 14.9	13.7*		16.1*	19.3	19.2*		22.2*		23.2*		20.6*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						22 13.2	21* 14.3		24* 15.8	32 16.3	28* 20.0		32* 21.7		35* 22.8		33* 20.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						20,100 23.0		17,570 20.1		19,750 22.6		17,130 19.8		16,610 19.0			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						17,480 20.0	15,910 18.2		17,570 20.1		15,300 17.5		13,280 15.2		15.2*		15.2*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						30 19.5	27 20.5		29 19.8		26 20.4		25 17.6		24* 17.4		26* 15.6
W E E K 1	TOTAL AUDIENCE (Households (000) & %)						14,160 16.2		13,460 15.4		21,240 24.3							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						12,060 13.8	12,240 14.0		14,680 16.8		15.6*		16.9*		17.7*		17.1*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						20 13.9	20 13.6		26 15.3		23* 15.9		25* 17.0		28* 17.8		29* 17.5
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						16,980 17.1				22,430 27.1							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						10,580 12.1	11.8*		16,340 18.7		17.8*		20.1*		20.6*		18.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						18 11.9	17* 11.7		30 16.8		27* 18.7		30* 20.4		31* 21.4		28* 17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						17,310 19.8		16,960 19.4		21,590 24.7		19,670 22.5		19,930 22.8			
	CBS TV																	
	AVERAGE AUDIENCE (Households (000) & %)						15,560 17.8	15,210 17.4		18,530 21.2		17,390 19.9		15,990 18.3		18.3*		18.3*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						26 17.3	25 18.3		31 20.7		29 21.7		29 20.1		29* 19.7		30* 17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)						15,210 17.4		13,720 15.7		18,700 21.4							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)						13,370 15.3	12,240 14.0		11,970 13.7		13.1*		13.6*		13.9*		14.0*
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %						22 15.0	20 15.5		21 14.3		19* 13.7		20* 13.0		22* 13.5		23* 13.8
TV HOUSEHOLDS USING TV		WK. 1	61.6	62.8	64.5	66.0	67.1	68.4	68.1	68.7	68.3	68.7	68.2	67.6	64.6	62.7	60.4	57.1
(See Def. 1)		WK. 2	61.8	63.5	64.7	66.4	68.1	69.2	69.5	69.6	67.8	68.2	67.7	67.3	64.8	63.1	61.5	59.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE. MON. DEC. 1, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. NOV.25, 1986

		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W	TOTAL AUDIENCE (Households (000) & %)					22,460 25.7		19,750 22.6		20,800 23.8				15,120 17.3			
	ABC TV					WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (SD)				JACK & MIKE			
	AVERAGE AUDIENCE (Households (000) & %)					19,140 21.9		18,000 20.6		16,430 18.8	19.1*		18.5*	11,010 12.6			12.2*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					33 20.8	23.0	31 20.6	20.5	29 19.1	29* 19.2	19.1	22* 17.9	22 13.1	22* 13.0	12.3	23* 12.1
E	TOTAL AUDIENCE (Households (000) & %)					12,150 13.9		11,270 12.9		21,590 24.7				CBS TUESDAY MOVIE THAT SECRET SUNDAY (SD)			
	CBS TV					CBS NEWS SPECIAL WHITE HOUSE IN TUMULT (SD)		CHARLIE BROWN THANKSGIVING (R)									
	AVERAGE AUDIENCE (Households (000) & %)					9,530 10.9		9,880 11.3		13,980 16.0	14.9*		14.6*		17.3*		17.2*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					16 12.0	9.9	17 10.4	12.3	26 15.1	23* 14.6	14.3	23* 14.8	16.9	30* 17.6	17.6	32* 16.7
K	TOTAL AUDIENCE (Households (000) & %)					18,620 21.3				13,720 15.7				11,710 13.4			
	NBC TV									MATLOCK (SD)		YOU ARE THE JURY		NBC NEWS SPECIAL			
	AVERAGE AUDIENCE (Households (000) & %)					14,950 17.1	16.2*		18.1*	11,450 13.1	13.2*		13.0*	8,040 9.2	9.7*		8.7*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					26 15.8	24* 16.6		27* 18.2	20 13.1	20* 13.3	13.3	20* 12.6	16 10.2	17* 9.2	8.9	16* 8.5
W	TOTAL AUDIENCE (Households (000) & %)							19,750 22.6		20,800 23.8				15,120 17.3			
	ABC TV					WHO'S THE BOSS?		GROWING PAINS		MOONLIGHTING (R)(SD)				BARBARA WALTERS SPECIAL			
	AVERAGE AUDIENCE (Households (000) & %)					19,140 20.8		17,740 20.3		17,480 20.0	20.0*		20.0*	19,400 22.2			22.2*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					30 20.3	21.3	29 20.4	20.3	29 19.9	29* 20.2	20.1	29* 20.0	37 21.9	36* 22.8	22.5	38* 21.8
E	TOTAL AUDIENCE (Households (000) & %)					13,280 15.2				21,760 24.9				CBS TUESDAY MOVIE RISKY BUSINESS (R)			
	CBS TV					LIFE-ADVENTURES-S. CLAU (R)(SD)											
	AVERAGE AUDIENCE (Households (000) & %)					9,440 10.8	10.6*		11.0*	10,140 11.6	9.6*		9.6*		13.8*		13.2*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					16 10.6	15* 10.5		16* 11.1	18 10.1	14* 9.0	9.4	14* 9.9	13.3	22* 14.3	14.1	23* 12.4
2	TOTAL AUDIENCE (Households (000) & %)					18,090 20.7				16,430 18.8				10,840 12.4			
	NBC TV									MATLOCK (SD)		HILL STREET BLUES (SD)		1986			
	AVERAGE AUDIENCE (Households (000) & %)					15,030 17.2	16.2*		18.2*	12,150 13.9	14.1*		13.8*	6,730 7.7	7.9*		7.6*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					25 15.7	24* 16.7		26* 18.1	20 14.3	21* 13.8	14.0	13.6 13.6	13 8.3	13* 7.4	7.8	13* 7.4

TV HOUSEHOLDS USING TV	WK. 1	62.0	62.1	62.1	63.9	65.3	66.4	66.2	66.1	66.9	66.1	66.1	65.4	64.2	59.4	57.4	55.1	52.7
(See Def. 1)	WK. 2	62.1	63.1	63.1	64.8	66.2	68.7	68.9	69.8	70.5	68.9	68.3	68.4	67.5	62.8	61.1	59.5	56.5

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE.TUE. DEC.2, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. NOV.26, 1986

TIME 7:00 7:15 7:30 7:45 8:00 8:15 8:30 8:45 9:00 9:15 9:30 9:45 10:00 10:15 10:30 10:45

TOTAL AUDIENCE (Households (000) & %)		14,160 16.2		14,070 16.1		16,080 18.4		16,340 18.7										
ABC TV		PERFECT STRANGERS		HEAD OF THE CLASS (50)		DYNASTY (50)		HOTEL										
AVERAGE AUDIENCE (Households (000) & %)		12,240 14.0		12,410 14.2		13,900 15.9		12,940 14.8		15.0*								
SHARE OF AUDIENCE %		23		23		26		26 *		14.6*								
AVG. AUD. BY 1/4 HR. %		13.6		14.4		13.7		14.8		15.3								
TOTAL AUDIENCE (Households (000) & %)		13,020 14.9		16,520 18.9		16,690 19.1		15.1		14.8								
CBS TV		MIKE HAMMER (SUB-SD)		MAGNUM, P.I. (50)		EQUALIZER												
AVERAGE AUDIENCE (Households (000) & %)		10,580 12.1		14,070 15.2*		13,900 15.9		16.2*		15.6*								
SHARE OF AUDIENCE %		20		21 *		26		25 *		28 *								
AVG. AUD. BY 1/4 HR. %		11.5		12.0		12.6		12.5		14.4								
TOTAL AUDIENCE (Households (000) & %)		17,130 19.6		12,850 14.7		11,620 13.3		15,470 17.7		16.1								
NBC TV		HIGHWAY TO HEAVEN (50)		GIMME A BREAK (50)		YOU AGAIN ? (50)		ST. ELSEWHERE										
AVERAGE AUDIENCE (Households (000) & %)		13,460 15.4		11,190 12.8		10,660 12.2		12,410 14.2		13.8*								
SHARE OF AUDIENCE %		25		26 *		20		25		24 *								
AVG. AUD. BY 1/4 HR. %		14.9		15.5		15.7		15.4		12.9								
TOTAL AUDIENCE (Households (000) & %)		18,210 17.4		16,610 19.0		17,570 20.1		18,270 20.9		16.6								
ABC TV		PERFECT STRANGERS		HEAD OF THE CLASS (50)		DYNASTY (50)		HOTEL										
AVERAGE AUDIENCE (Households (000) & %)		13,630 15.6		14,950 17.1		14,510 16.6		14,950 17.1		17.0*								
SHARE OF AUDIENCE %		25		28		26		26 *		28 *								
AVG. AUD. BY 1/4 HR. %		14.9		16.4		16.7		17.4		16.3								
TOTAL AUDIENCE (Households (000) & %)		12,060 13.8		18,790 21.5		17,040 19.5		17,040 19.5		16.6								
CBS TV		MIKE HAMMER(B) (SUB-SD)		MAGNUM, P.I. (50)		EQUALIZER												
AVERAGE AUDIENCE (Households (000) & %)		9,000 10.3		15,820 18.1		13,980 16.0		16.2*		15.8*								
SHARE OF AUDIENCE %		18		17 *		28		27 *		29 *								
AVG. AUD. BY 1/4 HR. %		10.3		10.6		10.1		10.0		16.3								
TOTAL AUDIENCE (Households (000) & %)		17,650 20.2		12,060 13.8		11,100 12.7		14,070 16.1		18.9								
NBC TV		HIGHWAY TO HEAVEN (50)		GIMME A BREAK (50)		YOU AGAIN ? (50)		ST. ELSEWHERE										
AVERAGE AUDIENCE (Households (000) & %)		13,900 15.9		10,660 12.2		9,880 11.3		11,540 13.2		13.7*								
SHARE OF AUDIENCE %		25		24 *		25 *		19		17								
AVG. AUD. BY 1/4 HR. %		14.9		15.8		16.7		16.3		12.1								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	56.1	57.5	57.7	58.2	59.4	60.6	60.6	61.1	60.3	61.1	61.9	61.3	58.6	58.1	57.1	55.8
		WK. 2	59.5	61.0	61.6	62.0	62.7	64.1	64.6	65.1	64.4	64.9	65.0	64.4	61.5	61.3	59.3	57.1

TV HOUSEHOLDS USING TV WK. 1		58.1	57.5	57.7	58.2	59.4	60.6	60.6	61.1	60.3	61.1	61.9	61.3	58.6	58.1	57.1	55.8
(See Def. 1) WK. 2		59.5	61.0	61.6	62.0	62.7	64.1	64.6	65.1	64.4	64.9	65.0	64.4	61.5	61.3	59.3	57.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

EVE.WED. DEC.3, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
NBC TV																			
TOTAL AUDIENCE holds (000) & %					7,080 8.1					11,540 13.2					14,680 16.8				
DISNEY FLUPPY DOGS																			
COLBY'S (SD)																			
20/20																			
AVERAGE AUDIENCE holds (000) & %					4,630 5.3	4.7*					8,650 9.9	9.4*					11,190 12.8	12.9*	
PERCENTAGE OF AUDIENCE					10	9 *					17	17 *					24	24 *	
PERCENTAGE OF AUDIENCE BY 1/4 HR.					4.5	5.0	5.6	6.2	9.2	9.6	10.2	10.5	12.7	13.2	12.9	12.4			
CBS TV																			
TOTAL AUDIENCE holds (000) & %					17,310 19.8									14,680 16.8					
SPECIAL MOVIE PRESENTATION SPOKEY AND THE BANDIT PART 3 (SD)																			
KNOTS LANDING																			
AVERAGE AUDIENCE holds (000) & %					9,260 10.6	9.5*					11.1*	11.7*					12,240 14.0	14.4*	
PERCENTAGE OF AUDIENCE					19	18 *					20 *	21 *					26	27 *	
PERCENTAGE OF AUDIENCE BY 1/4 HR.					9.3	9.7	9.9	10.3	11.1	11.1	12.0	11.3	13.7	13.7	14.4	14.4			
NBC TV																			
TOTAL AUDIENCE holds (000) & %	4,460 5.1					25,170 28.8					21,050 24.1					16,520 18.9			
NBC NIGHTLY NEWS-TV(8) (7:02-7:30PM)																			
BILL COSBY SHOW (R)																			
FAMILY TIES (R)(SD)																			
CHEERS																			
NIGHT COURT																			
HILL STREET BLUES																			
AVERAGE AUDIENCE holds (000) & %	3,670 4.2					22,460 25.7					18,970 21.7					12,850 14.7	15.0*	14.4*	
PERCENTAGE OF AUDIENCE	9					48					38					27	27 *	27 *	
PERCENTAGE OF AUDIENCE BY 1/4 HR.	4.4	4.0					25.1	26.3	24.2	23.8	21.7	21.8	20.1	20.1	15.4	14.6	14.4		
CBS TV																			
TOTAL AUDIENCE holds (000) & %					9,000 10.3					13,980 16.0					16,430 18.8				
OUR WORLD																			
COLBY'S (SD)																			
20/20																			
AVERAGE AUDIENCE holds (000) & %					5,680 6.5	6.3*					10,580 12.1	11.1*					11,970 13.7	13.8*	
PERCENTAGE OF AUDIENCE					10	9 *					18	16 *					23	24 *	
PERCENTAGE OF AUDIENCE BY 1/4 HR.					6.8	5.9	6.6	6.8	10.7	11.6	13.0	13.1	13.8	13.7	13.7	13.7	13.8		
CBS TV																			
TOTAL AUDIENCE holds (000) & %					9,000 10.3					14,510 16.6					11,450 13.1				
TWILIGHT ZONE																			
SIMON & SIMON (SD)																			
DESIGNING WOMEN (SD)																			
KNOTS LANDING																			
AVERAGE AUDIENCE holds (000) & %					7,690 8.8					10,840 12.4	10.9*					10,230 11.7	14,600 16.7	16.7*	
PERCENTAGE OF AUDIENCE					13					18	16 *					18	28	29 *	
PERCENTAGE OF AUDIENCE BY 1/4 HR.					9.0	8.7	10.4	11.4	14.0	13.7	11.6	11.9	16.1	17.3	16.9	16.4			
CBS TV																			
TOTAL AUDIENCE holds (000) & %					37,060 42.4					34,440 39.4					27,620 31.6				
BILL COSBY SHOW																			
FAMILY TIES (SD)																			
CHEERS																			
NIGHT COURT (SD)																			
L.A. LAW																			
AVERAGE AUDIENCE holds (000) & %					33,740 38.6					31,810 36.4					24,820 28.4				
PERCENTAGE OF AUDIENCE					57					54					42				
PERCENTAGE OF AUDIENCE BY 1/4 HR.					36.6	40.5	36.5	36.3	29.1	27.8	26.4	25.9	18.8	17.0	16.1	16.3			

TV HOUSEHOLDS USING TV	WK. 1	46.2	46.8	47.4	50.0	53.3	54.4	55.2	56.0	56.3	57.0	56.8	56.4	55.3	54.4	53.6	52.1
(See Def. 1)	WK. 2	60.5	61.3	62.2	63.5	66.7	67.9	67.5	68.2	68.2	67.9	66.7	65.8	63.2	62.0	59.5	57.1
1990	1990	46.2	46.8	47.4	50.0	53.3	54.4	55.2	56.0	56.3	57.0	56.8	56.4	55.3	54.4	53.6	52.1
1991	1991	60.5	61.3	62.2	63.5	66.7	67.9	67.5	68.2	68.2	67.9	66.7	65.8	63.2	62.0	59.5	57.1

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE. THU. DEC. 4, 1968

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					11,710 13.4				9,530 10.9				10,400 11.9			
	ABC TV						KINGDOM CHURNS (SD)				STARMAN SPECIAL (SD)				TEARS-JOY, TEARS-SORROW			
	AVERAGE AUDIENCE (Households (000) & %)	{					7,600 8.7	9.1*		8.4*	7,430 8.5	8.2*		8.9*	7,250 8.3	8.3*		8.3*
	SHARE OF AUDIENCE %	{					15	16 *		14 *	14	14 *		15 *	15	15 *		15 *
	AVG. AUD. BY ¼ HR. %	{					9.6	8.5	8.3	8.5	8.0	8.3	8.7	9.0	8.5	8.2	8.2	8.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					18,270 20.9				21,330 24.4				18,700 21.4			
	CBS TV						ALABAMA ALABAMA (S MY HOME (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)	{					13,200 15.1	14.3*		15.9*	18,440 21.1	20.7*		21.4*	15,380 17.6	17.5*		17.7*
	SHARE OF AUDIENCE %	{					26	25 *		27 *	35	35 *		35 *	32	31 *		33 *
	AVG. AUD. BY ¼ HR. %	{					13.9	14.7	15.2	16.7	20.1	21.3	21.9	21.0	17.7	17.3	17.6	17.7
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{					15,910 18.2				18,180 20.8				17,830 20.4			
	NBC TV						A TEAM (SD)				MIAMI VICE (R)(SD)				DAVID LETTERMAN-SPECIAL			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,540 13.2	12.6*		13.9*	13,720 15.7	15.1*		16.2*	12,320 14.1	15.0*		13.2*
	SHARE OF AUDIENCE %	{					23	22 *		24 *	26	25 *		27 *	25	26 *		25 *
	AVG. AUD. BY ¼ HR. %	{					12.1	13.1	13.9	13.8	15.2	15.0	15.6	16.8	15.6	14.4	13.6	12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,020 14.9		12,760 14.6		9,880 11.3		8,220 9.4		9,790 11.2			
	ABC TV						WEBSTER		MR. BELVEDERE (SD)		DADS		GUNSHO (SD)		STARMAN			
	AVERAGE AUDIENCE (Households (000) & %)	{					11,270 12.9		10,930 12.5		8,300 9.5		7,080 8.1		7,430 8.5	8.0*		9.0*
	SHARE OF AUDIENCE %	{					21		20		15		13		15	14 *		16 *
	AVG. AUD. BY ¼ HR. %	{					12.2	13.5	12.6	12.4	9.6	9.5	8.3	8.0	7.7	8.2	8.9	9.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					16,690 19.1				22,720 26.0				18,790 21.5			
	CBS TV						SCARECROW & MRS. KING (SUS-SD)				DALLAS (SD)				FALCON CREST			
	AVERAGE AUDIENCE (Households (000) & %)	{					12,320 14.1	13.2*		15.0*	19,140 21.9	21.3*		22.6*	16,080 18.4	18.7*		18.2*
	SHARE OF AUDIENCE %	{					23	22 *		24 *	34	33 *		35 *	32	32 *		33 *
	AVG. AUD. BY ¼ HR. %	{					13.0	13.4	14.8	15.2	20.5	22.0	22.5	22.7	19.0	18.3	18.4	17.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{					13,200 15.1		13,280 15.2		20,360 23.3				16,260 18.6			
	NBC TV						BURRIS CHRISTMAS SPECIAL (R)		CHIPMUNK CHRISTMAS (R)(SD)		MIAMI VICE		CRIME STORY					
	AVERAGE AUDIENCE (Households (000) & %)	{					11,270 12.9		11,970 13.7		15,990 18.3	17.7*		18.8*	12,500 14.3	14.8*		13.8*
	SHARE OF AUDIENCE %	{					21		22		29	28 *		29 *	25	25 *		25 *
	AVG. AUD. BY ¼ HR. %	{					13.3	12.5	12.9	14.6	17.2	18.2	19.2	18.5	15.4	14.2	13.9	13.7
TV HOUSEHOLDS USING TV		WK. 1	52.3	53.1	53.9	55.1	55.9	57.3	57.8	58.5	59.3	59.9	60.4	60.4	57.8	55.8	54.6	52.9
(See Def. 1)		WK. 2	54.7	56.2	57.3	58.2	60.1	60.8	61.3	62.3	63.4	64.3	64.3	64.2	59.6	57.3	56.2	55.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE. FRI. DEC. 5, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SAT. NOV. 29, 1986

		TIME																		
		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45			
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					9,880 11.3			9,880 11.3			7,690 8.8			11,540 13.2					
	ABC TV					SIDEKICKS			SLEDGE HAMMER (SD)			HEART OF THE CITY (SD)			SPENSER: FOR HIRE					
	AVERAGE AUDIENCE (Households (000) & %)					8,990 9.6			8,570 9.8			5,240 6.0			8,830 10.1			10.8*		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					17 9.5	9.8		17 10.0	9.7		10 5.4	5.3* 5.3		12* 6.8	6.7* 6.8		9.5* 10.7	20* 10.6	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,500 14.3			16,080 18.4											
	CBS TV					(1)			DOWNTOWN (SD)									CBS SATURDAY MOVIE ONE POLICE PLAZA (SD)		
	AVERAGE AUDIENCE (Households (000) & %)					9,000 10.3	9.9*		10,660 12.2	10.8*				11.9*			19.2*	13.0*		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					18 9.8	17* 10.0		21 10.7	18* 10.7		11.8		20* 11.9			24* 13.2	25* 13.2	12.7	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					16,960 19.4			18,000 20.6			24,380 27.9			19,050 21.8			18,090 20.7		
	NBC TV					FACTS OF LIFE			227 (SD)			GOLDEN GIRLS			AMEN			JACK PAAR COMES HOME		
	AVERAGE AUDIENCE (Households (000) & %)					14,860 17.0			16,430 18.8			22,200 25.4			16,780 19.2			12,780 14.6	14.2*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					30 16.4	17.6		32 18.0	19.6		42 25.0	25.8		33 19.3	19.2		27* 15.6	27* 14.2	27* 13.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					12,060 13.8			10,930 12.5									14,860 17.0		
	ABC TV					J HENSON'S CHRISTMAS TOY (SD)			JOHN GRIM'S CHRISTMAS (SD)									PERRY COMO CHRISTMAS SPEC		
	AVERAGE AUDIENCE (Households (000) & %)					9,440 10.8	10.8*		7,950 9.1	8.4*				9.8*			11,100 12.7	12.4*	12.9*	
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					19 10.8	19* 10.8		15 8.4	14* 8.4		9.5		16* 10.0			23 12.4	22* 12.4	24* 13.0	24* 12.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					11,540 13.2			18,790 21.5											
	CBS TV					DOWNTOWN (SD)													CBS SATURDAY MOVIE AGAINST ALL ODDS (9:00-11:30PM)(SD)	
	AVERAGE AUDIENCE (Households (000) & %)					8,650 9.9	9.5*		9,000 10.3	9.7*				10.2*			10.7*	10.3*		
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					17 9.4	17* 9.7		18 9.9	16* 10.4		10.2		17* 10.2			19* 10.7	19* 10.7	19* 10.4	19* 10.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,820 18.1			16,260 18.6			22,640 25.9			18,700 21.4			18,530 21.2		
	NBC TV					FACTS OF LIFE			227 (SD)			GOLDEN GIRLS			AMEN (SD)			HUNTER		
	AVERAGE AUDIENCE (Households (000) & %)					13,460 15.4			14,770 16.9			20,710 23.7			17,040 19.5			14,770 16.9	16.8*	17.0*
	SHARE OF AUDIENCE AVG. AUD. BY 1/4 HR. %					27 14.7	16.2		29 16.1	17.8		39 23.2	24.2		33 19.2	19.8		30 16.8	30* 16.8	31* 16.9

TV HOUSEHOLDS USING TV	WK. 1	53.6	54.5	55.1	55.6	57.1	57.8	58.9	59.7	61.1	60.9	58.5	57.8	56.1	55.0	53.6	52.1
(See Def. 1)	WK. 2	54.6	55.5	55.2	55.7	56.4	57.1	57.9	59.2	60.4	60.6	59.6	59.6	57.0	56.1	55.2	54.1

U.S. TV Households: 87,400,000

(1) CBS COLLEGE FOOTBALL GAME, NOTRE DAME VS USC, CBS, (3:45-7:12PM)

For explanation of symbols, See page A

EVE. SAT. DEC. 6, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. NOV.29, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
------	-------	-------	-------	-------	-------	-------	-------	-------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE { 2,100
(Households (000) & %) 2.4
ABC WEEKEND
REPORT-SAT.

ABC TV

AVERAGE AUDIENCE { 1,920
(Households (000) & %) 2.2
SHARE OF AUDIENCE % ■
AVG. AUD. BY ¼ HR. % 2.2

W

E

E

K

1

TOTAL AUDIENCE {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

12,590
14.4

SAT NIGHT'S MAIN EVENT 7
(11:30-12:54AM)
(SUSTAINING 12:54-1:00AM)

7,870
9.0 10.0* 8.7* 8.0*
27 26 * 27 * 28 *
10.0 10.0 9.2 8.3 8.1 7.7

TOTAL AUDIENCE {

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

2,880
3.3
ABC WEEKEND
REPORT-SAT.

W

E

E

K

2

TOTAL AUDIENCE {

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

CBS SATURDAY
AGAINST ALL CDDS
(9:00-11:30PM)

10.7*
22 *
10.9 10.6

TOTAL AUDIENCE {

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

13,460
15.4

SATURDAY NIGHT
(11:30-12:49AM)
(SUSTAINING 12:49-1:00AM)

7,250
8.3 9.8* 7.9* 6.6*
24 25 * 24 * 24 *
10.2 9.3 8.3 7.5 6.7 5.9

TV HOUSEHOLDS USING TV WK. 1	48.0	45.1	39.3	37.0	33.9	31.3	29.2	27.4	23.6	21.2	19.0	16.9	14.4	12.8	11.1	9.8
(See Def. 1)	51.2	47.3	41.0	38.3	33.7	31.4	28.4	26.5	23.7	21.2	18.3	16.8	15.1	14.1	13.2	12.3

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

EVE.SAT. DEC.6, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. SUN. NOV. 30, 1986

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	21,060 24.1										20,800 23.8							
	ABC TV		DISNEY SUNDAY MOVIE SUNDAY DRIVE (SD)										ABC SUNDAY NIGHT MOVIE ESCAPE FROM ALCATRAZ(R) (9:00-11:15PM)(SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	12,670 14.5	12.1*		14.6*		15.7*		15.6*	11,450 13.1	12.0*		12.8*		13.7*		13.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 11.6	19 *		22 *		23 *		23 *	21 11.2	18 *		19 *		22 *		22 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	28,580 32.7										24,910 28.5							
	CBS TV		CBS NFL FOOTBALL GAME 2 PHILADELPHIA VS LA RAIDERS ATLANTA VS MIAMI (MULTI-SEGMENT TELECAST)(-OP)										60 MINUTES (7:59-8:59PM) (OP)(-OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{		21.1*		21,590 24.7		24.1*		18,350 21.0		20.7*		12,320 14.1		15.2*		14.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	19.8	16.4	16.0	21.6	23.8	24.5	25.4	22.0	20.7	20.7	21.4	15.0	15.1	15.3	14.2	14.2		
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{	14,420 16.5										24,470 28.0							
	NBC TV		OUR HOUSE (R)										NBC SUNDAY NIGHT MOVIE THE HIGH POINT OF PASSION (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	9,530 10.9	9.7*		11,540 13.2		13,020 14.9		16,260 18.6		18.0*		18.6*		19.1*		18.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 9.5	15 *		18 *		19		22		26 *		28 *		31 *		32 *		
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{	21,680 24.8										30,330 34.7							
	ABC TV		DISNEY SUNDAY MOVIE THE SWISS FAMILY ROBINSON (SD)										ABC NFL FOOTBALL SPEC. JACKSONVILLE VS LOS ANGELES (9:00-12:03AM)							
	AVERAGE AUDIENCE (Households (000) & %)	{	13,110 15.0	12.7*		15,0*		15.6*		16.5*	15,120 17.3	16.9*		20.1*		20.1*		16.8*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	23 11.8	20 *		23 *		24 *		25 *	28 16.2	25 *		29 *		29 *		26 *		
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{	27,270 31.2										24,820 28.4							
	CBS TV		60 MINUTES										CBS SUNDAY MOVIE THE MURDERERS IN THE RUE MORGUE (SD)							
	AVERAGE AUDIENCE (Households (000) & %)	{	19,930 22.8	21.9*		21,680 24.8		24.3*		25.3*	15,470 17.7	18.5*		17.5*		17.5*		17.3*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	35 20.6	34 *		35 *		36 *		36 *	27 18.8	27 *		26 *		27 *		28 *		
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{	16,430 18.8										26,740 30.6							
	NBC TV		ANDY WILLIAMS XMAS SPEC. (7:12-8:42PM) (R)(-OP)										NBC SUNDAY NIGHT MOVIE ANASTASIA: THE MYSTERY OF ANNA, PART 1 (9:12-11:12PM)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)	{	10,580 12.1	11.7*		9,700 11.1		12,940 14.8		18,090 20.7		18.5*		20.0*		21.6*		21.6*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	18 12.4	18 *		18 *		21		32		27 *		29 *		33 *		35 *		
TV HOUSEHOLDS USING TV		WK. 1	62.6	64.3	65.5	68.2	67.9	68.6	68.9	69.6	68.4	68.1	67.0	65.2	63.1	61.6	60.0	58.5		
(See Def. 1)		WK. 2	63.6	65.3	66.6	68.1	68.9	69.6	70.1	70.4	69.6	69.4	68.4	68.3	66.6	64.9	62.2	61.1		

U.S. TV Households 87,400,000

For explanation of symbols, See page A

EVE. SUN. DEC. 7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. NOV.30, 1986

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
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TOTAL AUDIENCE { 1,920
(Households (000) & %) { 2.2

(1)

ABC WEEKEND
REPORT-SUN.
(11:30-11:51PM)

ABC TV

AVERAGE AUDIENCE { 1,840
(Households (000) & %) { 2.1
SHARE OF AUDIENCE % 27 *
AVG. AUD. BY ¼ HR. % 14.4 2.2 2.0

TOTAL AUDIENCE { 3,150
(Households (000) & %) { 3.6

CBS TV

AVERAGE AUDIENCE { 3,150
(Households (000) & %) { 3.6
SHARE OF AUDIENCE % 26 *
AVG. AUD. BY ¼ HR. % 13.9 13.8 13.9 3.6 3.6

CBS SUNDAY MOVIE
BARNUM
(9:59-11:59PM)
(-OP)

CBS SUNDAY
NEWS-OSGOOD
(11:59-12:14AM)
(OP)

TOTAL AUDIENCE { 1,660
(Households (000) & %) { 1.9

NBC TV

AVERAGE AUDIENCE { 1,490
(Households (000) & %) { 1.7
SHARE OF AUDIENCE % 5
AVG. AUD. BY ¼ HR. % 1.7

G MICHAELS
SPORTS MACHINE
(11:30-11:45PM)
(SUSTAINING 11:45-12:00AM)

TOTAL AUDIENCE {
(Households (000) & %) {

ABC TV

AVERAGE AUDIENCE { 2,010
(Households (000) & %) { 2.3
SHARE OF AUDIENCE % 15.7* 15.0*
AVG. AUD. BY ¼ HR. % 27 * 32 *
16.5 14.9 15.7 14.3 12.9 2.4 2.3

ABC NFL FOOTBALL SPEC.
DALLAS VS LOS ANGELES
(9:00-12:01AM)

ABC WEEKEND
REPORT-SUN.
(12:55-1:10AM)

TOTAL AUDIENCE { 4,370
(Households (000) & %) { 5.0

CBS TV

AVERAGE AUDIENCE { 4,200
(Households (000) & %) { 4.8
SHARE OF AUDIENCE % 9
AVG. AUD. BY ¼ HR. % 4.8

CBS SUNDAY
NEWS-OSGOOD

TOTAL AUDIENCE { 1,400
(Households (000) & %) { 1.6

NBC TV

AVERAGE AUDIENCE { 1,310
(Households (000) & %) { 1.5
SHARE OF AUDIENCE % 37 *
AVG. AUD. BY ¼ HR. % 20.7 1.6 1.5

G MICHAELS
SPORTS MACHINE
(11:42-11:57PM)
(SUSTAINING 11:57-12:12AM)

TV HOUSEHOLDS USING TV	WK. 1	52.9	45.8	39.8	34.5	28.3	24.7	21.3	18.8	15.9	14.0	12.4	11.3	9.6	8.6	7.3	6.1
(See Def. 1)	WK. 2	54.3	47.8	39.8	35.2	30.1	26.1	22.5	19.0	16.6	14.5	12.6	11.5	10.5	9.3	8.4	7.7

U.S. TV Households: 87,400,000

(1)ABC SUNDAY NIGHT MOVIE,ESCAPE FROM ALCATRAZ,ABC,(9:00-11:15PM)

(2)NBC SUNDAY NIGHT MOVIE,ANASTASIA: THE MYSTERY OF ANNA, PART 1,NBC,(9:12-11:12PM)

For explanation of symbols, See page A

EVE.SUN. DEC 7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 24-28, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
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WEEK 1	TOTAL AUDIENCE (Households (000) & %)		4,810 5.5		5,330 6.1													
			← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		3,850 4.4		4,280 4.9													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		22 4.3 4.5		20 5.1 4.9													
WEEK 2	TOTAL AUDIENCE (Households (000) & %)		2,800 3.2		2,880 3.3		(S) (OP)		4,370 5.0		4,110 4.7							
			CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID (M-W)(S)(OP)		NEW CARD SHARKS (M-W)(S)(OP)							
	AVERAGE AUDIENCE (Households (000) & %)		2,270 2.6		2,270 2.6				3,580 4.1		3,580 4.1							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		15 2.5 2.6		11 2.6 2.6				18 3.9 4.3		17 4.0 4.2							
	TOTAL AUDIENCE (Households (000) & %)		4,980 5.7		5,770 6.6		(S) (OP)		3,580 4.1		4,370 5.0							
WEEK 3			← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)		(S) (OP)		FAMILY TIES M-F (M-W)(S)(OP)		SALE OF THE CENTURY (M-W)(S)(OP)							
	NBC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		3,930 4.5		4,720 5.4				2,800 3.2		3,670 4.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24 4.4 4.6		22 5.3 5.6				14 3.1 3.4		17 4.0 4.5							
	TOTAL AUDIENCE (Households (000) & %)		4,810 5.5		4,890 5.6													
WEEK 4			← GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)		← GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)													
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)		3,930 4.5		4,020 4.6													
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		22 4.5 4.6		21 4.6 4.5													
	TOTAL AUDIENCE (Households (000) & %)		2,970 3.4		3,150 3.6				4,370 5.0		4,370 5.0							
WEEK 5			CBS MORNING NEWS 1		CBS MORNING NEWS 2				\$25,000 PYRAMID		NEW CARD SHARKS							
	AVERAGE AUDIENCE (Households (000) & %)		2,360 2.7		2,450 2.8				3,670 4.2		3,670 4.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		13 2.6 2.7		13 2.8 2.8				18 4.0 4.4		18 4.2 4.3							
	TOTAL AUDIENCE (Households (000) & %)		5,770 6.6		5,770 6.6				3,580 4.1		3,850 4.4							
			← TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING)		← TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING)				FAMILY TIES M-F		SALE OF THE CENTURY							
WEEK 6			NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)		4,460 5.1		4,630 5.3				2,800 3.2		3,230 3.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		25 5.1 5.1		24 5.4 5.2				14 3.2 3.3		16 3.6 3.7							
	TOTAL AUDIENCE (Households (000) & %)		21.3		21.5				21.9		21.3							
			21.3		21.5				21.9		21.3							
TV HOUSEHOLDS USING TV WK 1 12.3 14.4 15.9 17.8 20.1 22.2 22.9 23.6 25.0 26.5 27.0 27.5 27.9 28.1 28.1 28.1																		
(See Def. 1) WK 2 13.8 15.6 17.1 18.6 19.6 20.8 21.3 21.5 21.9 22.8 23.2 23.4 21.3 21.3 21.3 21.3																		

TV HOUSEHOLDS USING TV WK 1
(See Def. 1) WK 2

U.S. TV Households: 87,400,000

For explanation of symbols see page 4

DAY MON.-FRI. DEC. 15, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. NOV. 24-28, 1986

A 77

W

E

E

K

1

W

E

K

2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	3,060 3.5		1,660 1.9		3,580 4.1		4,460 5.1		7,780 8.9				8,220 9.4			
AVERAGE AUDIENCE (Households (000) & %)	2,450 2.8		1,400 1.6		2,880 3.3		3,850 4.4		6,210 7.1				6,120 7.0			
SHARE OF AUDIENCE %	10		5		10		14		22				23			
AVG. AUD. BY ¼ HR. %	2.8	2.8	1.6	1.6	3.4	3.3	3.2	4.7	6.4	6.8*	7.5	7.4	6.7	6.7	7.1	7.3*
PROGRAMS	FAIRY FORTUNE AND ROMANCE		DOUBLE TALK		RYAN'S HOPE (MTHF) (SUS-OP) (SD)		LOVING (MTHF) (SUS-OP)		ALL MY CHILDREN (SUS-OP)				ONE LIFE TO LIVE (SD)			
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,470 7.4		7,870 9.0				9,440 10.8		8,220 9.4						5,240 6.0	
AVERAGE AUDIENCE (Households (000) & %)	5,510 6.3		6,900 7.9				7,250 8.3		6,380 7.3						4,370 5.0	
SHARE OF AUDIENCE %	26		32				30		24						25	
AVG. AUD. BY ¼ HR. %	6.0	6.5	7.9	7.9			7.9	8.0*	8.5*	29*	7.3*	7.1	7.3	7.2	5.2*	5.2
PROGRAMS	PRICE IS RIGHT 1 (M-W)(S)(OP)		PRICE IS RIGHT 2 (M-W)(S)(OP) (R)(OP)		(SUS-OP) (S)(OP)		YOUNG AND THE RESTLESS (M-W)(SUS-OP)(S)(OP)		AS THE WORLD TURNS (M-W)(S)(OP)				CAPITOL (M-W)(S)(OP)			
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	6,030 6.9		4,890 5.6		4,200 4.8		2,880 3.3		7,950 9.1				5,860 6.7			
AVERAGE AUDIENCE (Households (000) & %)	5,160 5.9		4,200 4.8		3,580 4.1		2,450 2.8		6,030 6.9				4,370 5.0			
SHARE OF AUDIENCE %	25		20		13		9		22				17			
AVG. AUD. BY ¼ HR. %	5.7	6.1	4.8	4.7	4.8	3.9	2.9	2.7	5.8	6.3*	7.4*	24*	5.3	5.1	4.9	4.9
PROGRAMS	WHEEL OF FORTUNE (M-W)(S)(OP)		SCRABBLE (M-W)(S)(OP)		SUPER PASSWORD (MTHF)(SUS-OP) (OP)		SEARCH FOR TOMORROW (MTHF) (SUS-OP)		DAYS OF OUR LIVES (MTHF)(OP) (SUS-OP)				ANOTHER WORLD (MTHF)(OP)(SUS-OP)			
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	1,660 1.9		1,310 1.5		2,100 2.4		3,320 3.8		5,590 6.4				6,290 7.2			
AVERAGE AUDIENCE (Households (000) & %)	1,160 1.3		900 1.0		1,400 1.6		2,100 2.4		3,320 3.8				6,290 7.2			
SHARE OF AUDIENCE %	9		7		10		15		23				25			
AVG. AUD. BY ¼ HR. %	2.0	1.8	1.4	1.4	2.4	2.5	3.8	3.8	5.6	5.9*	6.9*	7.0	6.8	7.0	7.4	7.6*
PROGRAMS	FAIRY FORTUNE AND ROMANCE		DOUBLE TALK (SUS-OP)		RYAN'S HOPE (MTHF)(SUS-OP)		LOVING (MTHF)(SUS-OP)		ALL MY CHILDREN (SUS-OP)				ONE LIFE TO LIVE (SD)			
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,770 6.6		7,250 8.3				8,480 9.7		7,430 8.5						4,720 5.4	
AVERAGE AUDIENCE (Households (000) & %)	5,070 5.8		6,380 7.3				6,640 7.6		5,940 6.8						4,280 4.9	
SHARE OF AUDIENCE %	26		32				30		24						24	
AVG. AUD. BY ¼ HR. %	5.7	6.0	7.0	7.6			7.5	7.6	7.6	7.7	6.8	6.8	6.9	6.8	4.8	4.9
PROGRAMS	PRICE IS RIGHT 1 (OP)		PRICE IS RIGHT 2 (SD)		(SUS-OP)		YOUNG AND THE RESTLESS (SUS-OP)(OP)		AS THE WORLD TURNS (SUS-OP)				CAPITOL			
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	5,680 6.5		4,020 4.6		3,060 3.5		2,360 2.7		7,520 8.6				5,420 6.2			
AVERAGE AUDIENCE (Households (000) & %)	4,540 5.2		3,410 3.9		2,530 2.9		2,010 2.3		6,030 6.9				4,110 4.7			
SHARE OF AUDIENCE %	23		17		12		9		24				17			
AVG. AUD. BY ¼ HR. %	5.0	5.4	3.8	4.0	2.9	3.0	2.4	2.3	6.2	6.6*	7.3*	7.4	5.0	4.7	4.8	4.5
PROGRAMS	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD (MTHF)(SUS-OP)		SEARCH FOR TOMORROW (SUS-OP)		DAYS OF OUR LIVES				ANOTHER WORLD (SD)			

TV HOUSEHOLDS USING TV WK. 1	29.0	29.3	29.8	30.1	30.7	31.1	31.1	31.7	31.9	32.3	32.0	32.0	31.1	31.3	30.2	30.6
(See Def. 1) WK. 2	22.2	22.4	22.7	23.5	24.9	25.8	25.7	26.2	27.4	27.9	28.3	28.7	28.0	28.1	27.6	28.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A.

DAY MON.-FRI. DEC. 1-5, 1986

DAY MON.-FRI. NOV. 24-28, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------	------

TOTAL AUDIENCE
(Households (000) & %)9,000
10.3

GENERAL HOSPITAL

10,400
11.9
ABC WORLD NEWS
TONIGHT

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

6,990
8.0
25
7.87.9*
26*
8.08.1*
25*
8.09,090
10.4
19
10.3 10.5TOTAL AUDIENCE
(Households (000) & %)7,430
8.5GUIDING LIGHT
(M-W)(SD)(SUS-SD)
(S)(OP)

(S)(OP)

11,450
13.1
CBS EVENING NEWS-
RATHER

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

5,680
6.5
22
6.46.4*
22*
6.56.7*
22*
6.79,790
11.2
21
11.2 11.1TOTAL AUDIENCE
(Households (000) & %)5,070
5.8SANTA BARBARA
(MTWTF)(S)(OP)

(S)(OP)

12,760
14.6
NBC NIGHTLY NEWS
(MTWTF)(S)(OP)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
TOTAL AUDIENCE
(Households (000) & %)

3,760
4.3
14
4.1
10,430
10.94.1*
14*
4.14.4*
14*
4.311,270
12.9
23
12.8 13.0

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

7,600
8.7
29
8.48.5*
29*
8.58.8*
29*
8.8 8.911,620
13.3
ABC WORLD NEWS
TONIGHTTOTAL AUDIENCE
(Households (000) & %)6,900
7.9GUIDING LIGHT
(SD)(SUS-SD)12,940
14.8

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

5,420
6.2
21
6.06.1*
21*
6.26.2*
20*
6.3 6.211,100
12.7
22
12.5 12.8TOTAL AUDIENCE
(Households (000) & %)4,720
5.4

SANTA BARBARA

(S)(OP)

12,670
14.5

NBC NIGHTLY NEWS

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE
AVG. AUD. BY ¼ HR. %

3,500
4.0
13
3.73.7*
13*
3.84.2*
14*
4.1 4.311,010
12.6
22
12.4 12.9TV HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	31.0	31.8	32.3	32.9	33.6	35.9	37.0	38.5	40.3	42.7	44.5	46.8	50.0	52.6	53.9	55.1
WK. 2	29.2	30.2	31.2	32.6	33.2	35.6	37.2	39.5	41.9	44.7	47.1	49.9	53.3	55.9	57.7	59.0

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

DAY MON.-FRI. DEC. 1-5, 1986

DAY SAT. NOV. 29, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

A 26

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E K 1																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					2,100 2.4		3,060 3.5		3,850 4.4		4,280 4.9		4,200 4.8		3,760 4.3	
AVERAGE AUDIENCE (Households (000) & %)					1,570 1.8		2,530 2.9		3,320 3.8		3,410 3.9		3,580 4.1		3,230 3.7	
SHARE OF AUDIENCE %					12		15		17		16		15		14	
AVG. AUD. BY ¼ HR. %					1.7	1.9	2.5	3.2	3.8	3.8	3.8	3.9	3.9	4.3	3.6	3.8
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					2,010 2.3		2,710 3.1		5,330 6.1				5,680 6.5		5,330 6.1	
AVERAGE AUDIENCE (Households (000) & %)					1,570 1.8		2,190 2.5		3,580 4.1				4,460 5.1		4,630 5.3	
SHARE OF AUDIENCE %					12		13		18	3.8*		4.5*	19		19	
AVG. AUD. BY ¼ HR. %					1.6	2.0	2.4	2.7	3.6	3.9	4.3	4.7	4.8	5.3	5.3	5.3
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					3,230 3.7		4,110 4.7		5,240 6.0		5,860 6.7		6,900 7.9		6,470 7.4	
AVERAGE AUDIENCE (Households (000) & %)					2,620 3.0		3,320 3.8		4,280 4.9		5,070 5.8		5,510 6.3		5,680 6.5	
SHARE OF AUDIENCE %					20		20		22		24		24		24	
AVG. AUD. BY ¼ HR. %					2.6	3.3	3.6	4.1	4.6	5.2	5.7	5.9	6.5	6.0	6.3	8.7
W E K 2																
ABC TV																
TOTAL AUDIENCE (Households (000) & %)					2,010 2.3		2,620 3.0		3,850 4.4		3,500 4.0		4,110 4.7		3,150 3.6	
AVERAGE AUDIENCE (Households (000) & %)					1,570 1.8		2,190 2.5		3,580 4.1		3,410 3.9		4,460 5.1		4,630 5.3	
SHARE OF AUDIENCE %					12		13		17		15		16		12	
AVG. AUD. BY ¼ HR. %					1.6	2.4	2.7	3.3	4.2	4.6	4.1	4.0	4.5	4.8	3.5	3.7
CBS TV																
TOTAL AUDIENCE (Households (000) & %)					3,230 3.7		4,540 5.2		6,380 7.3				6,210 7.1		5,590 6.4	
AVERAGE AUDIENCE (Households (000) & %)					2,600 3.2		3,850 4.4		4,370 5.0	4.7*		5.2*	5,070 5.8		4,890 5.6	
SHARE OF AUDIENCE %					18		20		19	18*		19*	20		19	
AVG. AUD. BY ¼ HR. %					2.9	3.5	4.3	4.4	4.7	4.8	5.0	5.4	5.9	5.7	5.5	5.6
NBC TV																
TOTAL AUDIENCE (Households (000) & %)					4,370 5.0		5,240 6.0		6,640 7.6		7,430 8.5		7,430 8.5		7,870 9.0	
AVERAGE AUDIENCE (Households (000) & %)					3,580 4.1		4,370 5.0		5,330 6.1		6,470 7.4		6,380 7.3		6,560 7.5	
SHARE OF AUDIENCE %					23		23		24		27		26		25	
AVG. AUD. BY ¼ HR. %					3.7	4.5	4.7	5.3	5.6	6.6	7.4	7.3	7.3	7.3	7.4	7.6

TV HOUSEHOLDS USING TV WK. 1	8.3	9.1	10.6	12.7	15.0	17.3	19.2	20.5	22.6	24.0	24.5	25.9	26.9	27.5	27.0	27.7
(See Def. 1) WK. 2	9.7	11.2	13.2	15.7	18.4	20.6	22.7	24.3	25.5	27.3	27.8	28.7	29.1	29.3	29.7	29.9

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

DAY SAT. NOV. 29, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

W
E
E
K
1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000) & %)	5,510 6.3		3,670 4.2		3,500 4.0		2,620 3.0		3,150 3.6							
ABC TV																
AVERAGE AUDIENCE (Households (000) & %)	4,110 4.7		2,800 3.2		2,800 3.2		2,190 2.5		1,220 1.4		1.3*	1.3*		1.6*	1.5*	
SHARE OF AUDIENCE BY % HR.	15		10		10		7		5		4*	4*		5*	5*	
AVG. AUD. BY % HR.	4.3	5.2	3.1	3.4	3.3	3.2	2.4	2.7	1.3	1.2	1.3	1.4	1.5	1.6	1.6	1.4

AT&T TENNIS CHALLENGE-SA

W
E
E
K
1

TOTAL AUDIENCE (Households (000) & %)	4,980 5.7		4,280 4.9		2,710 3.1		3,150 3.6									
CBS TV																
AVERAGE AUDIENCE (Households (000) & %)	4,460 5.1		3,500 4.0		2,450 2.8		2,450 2.8									
SHARE OF AUDIENCE BY % HR.	18		14		10		9									
AVG. AUD. BY % HR.	5.2	4.9	4.1	3.9	2.9	2.7	2.8	2.8								
TOTAL AUDIENCE (Households (000) & %)	6,210 7.1		5,770 6.6		5,330 6.1		3,850 4.4									
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)	5,160 5.9		5,160 5.9		4,460 5.1		3,150 3.6									
SHARE OF AUDIENCE BY % HR.	20		21		18		12									
AVG. AUD. BY % HR.	5.9	6.0	5.9	5.8	5.1	5.1	3.8	3.5								

PBA FALL TOUR
(2:00-3:30PM)W
E
E
K
2

TOTAL AUDIENCE (Households (000) & %)	6,210 7.1		5,770 6.6		5,330 6.1		3,850 4.4									
ABC TV																
AVERAGE AUDIENCE (Households (000) & %)	5,160 5.9		5,160 5.9		4,460 5.1		3,150 3.6									
SHARE OF AUDIENCE BY % HR.	20		21		18		12									
AVG. AUD. BY % HR.	5.9	6.0	5.9	5.8	5.1	5.1	3.8	3.5								
TOTAL AUDIENCE (Households (000) & %)	3,930 4.5		3,880 4.1		3,500 4.0		2,450 2.8		4,540 5.2							
ABC TV																
AVERAGE AUDIENCE (Households (000) & %)	3,320 3.8		2,800 3.2		2,970 3.4		2,010 2.3		1,660 1.9		2.1*	1.9*		1.6*	1.8*	
SHARE OF AUDIENCE BY % HR.	13		11		11		7		6		7*	6*		5*	5*	
AVG. AUD. BY % HR.	3.8	3.9	3.3	3.2	3.3	3.5	2.4	2.3	2.1	2.2	2.0	1.9	1.5	1.6	1.8	1.9

J.G. PENNEY GOLF-SAT

W
E
E
K
2

TOTAL AUDIENCE (Households (000) & %)	5,160 5.9		4,630 5.3		2,620 3.0		2,620 3.0									
CBS TV																
AVERAGE AUDIENCE (Households (000) & %)	4,460 5.1		3,930 4.5		2,010 2.3		2,010 2.3									
SHARE OF AUDIENCE BY % HR.	17		15		7		7									
AVG. AUD. BY % HR.	5.2	5.0	4.6	4.4	2.5	2.1	2.1	2.5								
TOTAL AUDIENCE (Households (000) & %)	6,640 7.6		6,120 7.0		5,510 6.3		3,850 4.4									
NBC TV																
AVERAGE AUDIENCE (Households (000) & %)	5,940 6.8		5,330 6.1		4,370 5.0		3,150 3.6									
SHARE OF AUDIENCE BY % HR.	23		20		16		12									
AVG. AUD. BY % HR.	6.9	6.7	6.0	6.2	4.9	5.2	3.8	3.3								

(1) CBS COLLEGE FOOTBALL
GAME
(2:23-5:18PM)(OP)PBA FALL TOUR
(2:00-3:30PM)

TV HOUSEHOLDS USING TV WK. 1	28.2	29.2	28.5	28.1	28.1	29.6	29.9	29.8	29.0	29.8	30.6	31.8	31.4	31.7	31.2	31.4
(See Def. 1) WK. 2	29.9	30.0	29.9	29.7	30.1	30.5	30.9	31.2	30.5	31.0	31.0	31.9	33.3	34.5	35.3	34.4

U.S. TV Households: 87,400,000

(1) CBS COLLEGE FOOTBALL PRE, CBS, (2:00-2:23PM)

For explanation of symbols, See page A

DAY SAT. DEC. 6, 1986

TV HOUSEHOLDS USING TV	WK. 1	33.2	34.8	35.8	36.6	37.9	39.3	39.7	40.9	43.0	44.1	45.1	47.2	49.3	50.5	51.2	51.8
(See Def. 1)	WK. 2	34.9	36.0	36.1	36.7	37.0	39.2	40.6	42.3	44.3	46.2	47.7	50.0	51.7	52.4	52.9	53.3

For explanation of symbols, See page A

DAY SAT. DEC. 6, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 30, 1986

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
------	------	------	------	------	------	------	------	------	------	------	------	------	-------	-------	-------	-------

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

1

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

6,990 3,410
8.0 3.9
SUNDAY MORNING FACE THE NATION

3,930 2,880
4.5 3.9* 4.6* 5.0* 3.3
19 19* 20* 19* 11
3.7 4.1 4.4 4.8 5.0 5.0 3.2 3.5

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TOTAL AUDIENCE {
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

W

E

E

K

2

TOTAL AUDIENCE {
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

7,430 3,760
8.5 4.3
SUNDAY MORNING FACE THE NATION

4,020 3,060
4.6 3.8* 4.7* 5.2* 3.5
18 17* 19* 19* 11
3.5 4.1 4.5 4.9 5.0 5.4 3.4 3.6

TOTAL AUDIENCE {
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE {
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %

TV HOUSEHOLDS USING TV	WK. 1	7.0	8.6	10.2	11.4	13.5	15.9	18.0	19.4	21.1	22.8	24.0	25.6	26.4	28.6	29.7	11.4
(See Def. 1)	WK. 2	8.2	9.3	10.5	12.1	14.5	16.7	18.9	20.9	22.6	24.6	26.0	27.8	28.6	30.1	30.8	11.4

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

DAY SUN. DEC. 7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. NOV. 30, 1986

		NIELSEN NATIONAL TV AUDIENCE ESTIMATES																	
		TIME 11:00 11:15 11:30 11:45 12:00 12:15 12:30 12:45 1:00 1:15 1:30 1:45 2:00 2:15 2:30 2:45																	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)	{ 6,030 6.9 1,750 2.0																	
		← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD																	
	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	3,850 4.4	4.2*		4.6*	1.7	1,490 4												
WEEK 2	SHARE OF AUDIENCE %	13	13 *		13 *		4												
	AVG. AUD. BY ¼ HR. %	4.1	4.2	4.5	4.7	1.8	1.6												
	TOTAL AUDIENCE (Households (000) & %)	{ 8,300 9.5 25,000 28.6																	
		FOR OUR TIMES (SUS) CBS NFL TODAY CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)																	
WEEK 3	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	6,380 7.3				12,500 14.3	11.5*	14.7*		14.7*	14.9*								
	SHARE OF AUDIENCE %	21				33	29 *	35 *		34 *	34 *								
	AVG. AUD. BY ¼ HR. %	6.4	8.1	10.3	12.8	14.1	15.2	15.4	13.9	14.8	14.9								
WEEK 4	TOTAL AUDIENCE (Households (000) & %)	{ 2,880 3.3 6,820 7.8 28,580 32.7																	
		MEET THE PRESS NFL '86-NBC NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)																	
	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	2,450 2.8	5.8			13,110 15.0	12.9*	14.8*		15.3*	13.6*								
WEEK 5	SHARE OF AUDIENCE %	9	17			34	33 *	35 *		35 *	31 *								
	AVG. AUD. BY ¼ HR. %	2.7	2.9	4.9	6.7	12.0	13.8	15.0	14.3	14.8	15.6	14.0	13.2						
	TOTAL AUDIENCE (Households (000) & %)	{ 6,640 7.6 2,450 2.8 3,500 4.0																	
		← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD J.C. PENNEY GOLF-SUN (2:30-4:30PM)																	
WEEK 6	ABC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	4,370 5.0	4.7*		5.4*	1,750 2.0					1,220 1.4	1.6*							
	SHARE OF AUDIENCE %	15	14 *		16 *	6					3	3 *							
	AVG. AUD. BY ¼ HR. %	4.4	5.0	5.4	5.4	2.1	1.9				1.9	1.4							
WEEK 7	TOTAL AUDIENCE (Households (000) & %)	{ 8,300 9.5 30,680 35.1																	
		FOR OUR TIMES (SUS) CBS NFL TODAY CBS NFL FOOTBALL GAME 1 VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)																	
	CBS TV																		
	AVERAGE AUDIENCE (Households (000) & %)	6,820 7.8				16,690 19.1	15.6*	18.9*		20.6*	20.0*								
WEEK 8	SHARE OF AUDIENCE %	22				42	39 *	42 *		44 *	43 *								
	AVG. AUD. BY ¼ HR. %	7.1	8.6	14.2	17.0	18.3	19.5	20.8	20.5	19.8	20.3								
	TOTAL AUDIENCE (Households (000) & %)	{ 2,620 3.0 5,510 6.3 15,380 17.6																	
		MEET THE PRESS NFL '86-NBC NFL FOOTBALL GAME 1-NBC VARIOUS TEAMS AND TIMES (MULTI-SEGMENT TELECAST)																	
WEEK 9	NBC TV																		
	AVERAGE AUDIENCE (Households (000) & %)	2,100 2.4	4.6			5,860 6.7	5.0*	6.3*		6.8*	6.3*								
	SHARE OF AUDIENCE %	8	13			15	12 *	14 *		15 *	14 *								
	AVG. AUD. BY ¼ HR. %	2.2	2.6	4.6	4.6	4.8	5.1	6.1	6.4	6.4	7.1	6.4	6.3						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	31.6	32.4	32.5	33.5	33.9	34.6	36.0	37.2	39.3	41.2	41.8	42.2	43.1	44.1	43.2	43.7	
		WK. 2	31.8	32.4	32.8	32.8	33.6	34.7	35.7	36.1	39.6	41.6	43.9	45.5	46.4	46.8	46.2	46.1	

U.S. TV Households: 87,400,000

For explanation of symbols, See page A

DAY SUN. DEC. 7, 1986

DAY SUN. NOV. 30, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

W
E
E
K
1TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

ABC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %W
E
E
K
2TOTAL AUDIENCE
(Households (000) & %)

CBS TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TOTAL AUDIENCE
(Households (000) & %)

NBC TV

AVERAGE AUDIENCE
(Households (000) & %)
SHARE OF AUDIENCE %
AVG. AUD. BY ¼ HR. %TV, HOUSEHOLDS USING TV
(See Def. 1)

WK. 1	43.9	44.7	45.5	46.9	47.8	48.5	48.5	48.6	48.7	50.1	52.3	54.7	58.3	59.9	60.2	60.9
WK. 2	47.1	47.9	47.7	48.8	49.3	48.6	49.2	50.2	50.4	51.6	52.9	55.2	57.3	59.1	59.9	61.0

U.S. TV Households: 87,400,000
(1) ABC WORLD NEWS TONIGHT-(B), ABC, (6:43-7:00PM)

For explanation of symbols, See page A

DAY SUN. DEC. 7, 1986

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NIELSEN NATIONAL TV AUDIENCE ESTIMATES																			
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2									
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD. BY 1/4 HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				
EVENING MONDAY		8.58- 8.59PM	8.45	10,840	12.4	10,840	12.4	19	12.4			8,570	9.8	8,570	9.8	15	9.8		
ABC ABC NEWSBRIEF-MON	1	9.00-12.05AM	-GRID	31,900	36.5	16,870	19.3	32				32,430	37.1	16,340	18.7	30		18.7	
ABC NFL MONDAY NIGHT FOOTBALL	2	9.00-11.55PM	-GRID												18.3*	33*		17.9	
			11.00								18.7							17.5	
			11.15								16.6								
			11.30								15.2								
			11.45								13.2								
			12.00								11.5								
CBS WE THE PEOPLE SUS.(SUS)	1	8.58- 8.59PM	8.45																
EVENING TUESDAY		9.58- 9.59PM	9.45	11,270	12.9	11,270	12.9	20	12.9			13,900	15.9	13,900	15.9	24	15.9		
ABC ABC NEWSBRIEF-TUE																			
EVENING WEDNESDAY		8.58- 8.59PM	8.45	11,360	13.0	11,360	13.0	21	13.0			12,590	14.4	12,590	14.4	22	14.4		
ABC ABC BUSINESS BRIEF-WED	1	9.58- 9.59PM	9.45	11,010	12.6	11,010	12.6	21	12.6										
ABC ABC NEWSBRIEF-WED	2	9.57- 9.59PM	9.45									11,620	13.3	11,360	13.0	20	13.0		
CBS WE THE PEOPLE-SUS(SUS)		8.58- 8.59PM	8.45																

EVENING THURSDAY		9.58- 9.59PM	9.45	6,900	7.9	6,900	7.9	14	7.9	9,180	10.5	9,180	10.5	16
ABC ABC NEWSBRIEF-THU														
EVENING FRIDAY		8.43- 8.44PM	8.30							9,530	10.9	9,530	10.9	18
ABC ABC BUSINESS BRIEF-FRI	2	8.58- 8.59PM	8.45	6,640	7.6	6,640	7.6	13	7.6					
ABC ABC NEWSBRIEF-FRI	1	9.58- 9.59PM	9.45	5,420	6.2	5,420	6.2	10	6.2	5,940	6.8	5,940	6.8	11
CBS WE THE PEOPLE SUS(SUS)		8.58- 8.59PM	8.45											
EVENING SATURDAY		8.58- 8.59PM	8.45	6,210	7.1	6,210	7.1	12	7.1	7,080	8.1	7,080	8.1	14
ABC ABC SPORTS UPDATE-SAT		9.58- 9.59PM	9.45	5,160	5.9	5,160	5.9	10	5.9	7,690	8.8	7,690	8.8	15
ABC ABC NEWSBRIEF-SAT.		8.58- 8.59PM	8.45	9,350	10.7	9,350	10.7	18	10.7	8,040	9.2	8,040	9.2	16
CBS SPORTSBRIEF-AK-SAT		9.58- 9.59PM	9.45	8,040	9.2	8,040	9.2	16	9.2					
CBS NEWSBREAK SAT.	1	9.58- 9.59PM	9.45							9,260	10.6	9,260	10.6	18
NBC NBC NEWS DIGEST-SAT	2	9.58- 9.59PM	9.45	13,980	16.0	13,980	16.0	27	16.0	12,500	14.3	12,500	14.3	24
NBC NBC NEWS DIGEST-2-SAT.	1									12,850	14.7	12,850	14.7	25
EVENING SUNDAY		8.21- 8.22PM	8.15							12,670	14.5	12,670	14.5	22
ABC ABC SPORTS UPDATE-SUN	2	8.58- 8.59PM	8.45							13,900	15.9	13,900	15.9	23
ABC ABC NEWSBRIEF-SUN.	1	8.58- 8.59PM	8.45	9,350	10.7	9,350	10.7	15	10.7					
ABC ABC SPORTS UPDATE-SUN	1	9.58- 9.59PM	9.45	10,930	12.5	10,930	12.5	19	12.5					
ABC ABC NEWSBRIEF-SUN.	1	4.12- 7.50PM	-GRID	30,330	34.7	12,410	14.2	27						
CBS CBS NFL FOOTBALL GAME 2	1													
CONT'D														

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

NIELSEN NATIONAL TV AUDIENCE ESTIMATES										WEEK 1										WEEK 2									
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS												
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %											
EVENING SUNDAY-CONT'D																													
CBS CBS NFL FOOTBALL GAME 2-CONT'D																													
CBS 60 MINUTES	1	7.59- 8.59PM	-GRID 8.45	28,580	32.7	21,590	24.7	36	25.2	16.5	22,550	25.8	22,550	25.8	37	25.8													
CBS SPORTSBREAK-SUN	2	8.28- 8.29PM	8.15																										
CBS CBS SPECIAL ALLSTAR PARTY(S)	1	8.59- 9.59PM	-GRID 9.45	24,910	28.5	18,350	21.0	31	21.1																				
CBS CBS SUNDAY MOVIE	1	9.59- 11.59PM	-GRID 11.45	21,680	24.8	12,320	14.1	25	12.4		13,980	16.0	13,980	16.0	23	16.0													
CBS NEWSBREAK-SUN.	2	9.58- 9.59PM	9.45																										
CBS SPORTSBREAK-SUN	1	9.57- 9.58PM	9.45	14,770	16.9	14,770	16.9	25	16.9																				
CBS NEWSBREAK SUN.	1	10.57-10.58PM	10.45	10,490	12.0	10,490	12.0	20	12.0		31,380	35.9	14,950	17.1	33	16.7													
NBC NFL FOOTBALL GAME 2-NBC	2	4.27- 7.12PM	-GRID 7.00								16,430	18.8	10,580	12.1	18	13.4													
NBC ANDY WILLIAMS XMAS SPEC.(S)	2	7.12- 8.12PM	-GRID 8.00								11,540	13.2	9,700	11.1	16	11.5													
NBC VALERIE	2	8.12- 8.42PM	-GRID 8.30																										
NBC EASY STREET	2	8.42- 9.12PM	-GRID 9.00								19,580	22.4	12,940	14.8	21	19.7													
NBC NBC NEWS DIGEST-SUN	1	8.58- 8.59PM	8.45	10,400	11.9	10,400	11.9	17	11.9																				
NBC NBC NEWS DIGEST-2-SUN.	2	9.10- 9.11PM	9.00								11,710	13.4	11,710	13.4	19	13.4													
NBC NBC NEWS DIGEST-2-SUN.	1	9.55- 9.56PM	9.45	12,940	14.8	12,940	14.8	23	14.8																				
EVENING MONDAY-FRIDAY																													
ABC ABC NEWS:NIGHTLINE			11.30 11.45 12.00	5,860	6.7	4,720	5.4	15	6.1 4.7 3.8	TU-F TU-F W-F	6,640	7.6	5,420	6.2	17	6.8 5.9 5.0	TU-F TU-F TU-F												
ABC ABC NEWS:NIGHTLINE-TUE	1	12.00-12.30AM	12.00 12.15	4,980	5.7	4,020	4.6	17	5.2 4.0	TUE. TUE.																			
ABC DICK CAVETT-TUE	2	12.00- 1.00AM	12.00 12.15 12.30 12.45								1,570	1.8	1,050	1.2	6	1.6 1.3 1.0	TUE. TUE. TUE.												
ABC JIMMY BRESLIN'S PEOPLE-FR	1	12.00- 1.00AM	12.00	1,220	1.4	700	.8	3	.9	FRI.																			
	2	12.00- 1.01AM	12.00 12.15 12.30 12.45 1.00				.9* .7* .7*	3* 3* 3*	.9 .7 .7	FRI. FRI. FRI.	1,140	1.3	870	1.0 1.2*	4 4*	1.3 1.1 .8 .7 .7	FRI. FRI. FRI. FRI. FRI.												
ABC ABC NEWS:NIGHTLINE-MON	1	12.40- 1.10AM	12.30	4,630	5.3	3,850	4.4	21	5.1	MON.																			
	2	12.30- 1.08AM	12.30 12.45 1.00						4.5 3.9 1.1	MON. MON. TUE.	5,070	5.8	4,280	4.9	22	5.3 4.9 4.4	MON. MON. MON.												
ABC DICK CAVETT-TUE CONT'D	1	12.30- 1.30AM	12.30	1,220	1.4	790	.9	6	1.1	TUE.																			
A-41 U.S. TV HOUSEHOLDS: 87,400,000										FOR EXPLANATION OF SYMBOLS, SEE PAGE A.										*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOUR)									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

Nielsen NATIONAL TV AUDIENCE ESTIMATES																				
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1						WEEK 2										
				TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG AUD BY 1/4 HR %	TILE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE		AVG AUD BY 1/4 HR %	TILE- CAST DAYS					
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	SHARE %							
EVENING MONDAY-FRIDAY-CONT'D								1.0*	6*	.9	TUE.									
ABC DICK CAVETT-TUE-CONT'D								.8*	6*	.7	TUE.									
ABC DICK CAVETT-WED				12.31- 1.30AM	12.30	1,920	2.2	1,050	1.2	6	1.4	WED.	1,660	1.9	1,220	1.4	8	1.6	WED.	
					12.45				1.3*	5*	1.2	WED.				1.5*	7*	1.3	WED.	
					1.00						1.2	WED.						1.4	WED.	
					1.15				1.1*	6*	.9	WED.				1.3*	8*	1.2	WED.	
ABC JIMMY BRESLIN'S PEOPLE-TH				1 12.31- 1.30AM	12.30	1,310	1.5	790	.9	5	1.1	THU.	1,570	1.8	960	1.1	6	1.4	THU.	
				2 12.32- 1.31AM	12.30											1.3*	6*	1.1	THU.	
					12.45				1.0*	5*	.9	THU.						.9	THU.	
					1.00				.8*	5*	.7	THU.				.9*	6*	1.0	THU.	
					1.15													.9	THU.	
					1.30															
CBS WE THE PEOPLE				1 >	8.15	8,570	9.8	8,570	9.8	16	9.4	TU&TH	11,270	12.9	11,270	12.9	19	13.9	MTU&TH	
				2 >	8.45						10.2	THU.						10.8	THU.	
					9.15															
CBS NEWSBREAK-M-F					9.45	9,790	11.2	9,790	11.2	18	11.2	M-F	10,490	12.0	10,490	12.0	18	12.0	M-F	
CBS CBS LATE NIGHT I					>	11.30	6,120	7.0	4,280	4.9	17	5.1	M-F	5,860	6.7	4,020	4.6	16	5.2	M-F
					11.45				5.0*	15*	4.9	M-F				4.9*	14*	4.6	M-F	
					12.00						5.0	M-F						4.6	M-F	
					12.15				4.9*	19*	4.7	M-F				4.5*	17*	4.4	M-F	
					12.30				4.6*	21*	4.6	M-F				4.3*	19*	4.3	M-F	
CBS CBS LATE NIGHT II				>	12.30	3,930	4.5	2,970	3.4	18	3.8	M-F	3,410	3.9	2,710	3.1	17	3.6	M-F	
					12.45				3.6*	18*	3.5	M-F				3.3*	17*	3.1	M-F	
					1.00						3.2	M-F						3.0	M-F	
					1.15				3.2*	19*	3.1	M-F				2.9*	18*	2.8	M-F	
				VARIOUS TIMES (SUS)																
CBS CBS NEWS NIGHTWATCH-1				2.00- 2.30AM	2.00	1,310	1.5	1,140	1.3	13	1.4	M-THSU	1,140	1.3	1,050	1.2	12	1.2	M-THSU	
					2.15						1.2	M-THSU						1.1	M-THSU	
CBS CBS NEWS NIGHTWATCH-2				2.30- 3.00AM	2.30	1,310	1.5	1,220	1.4	17	1.5	M-THSU	1,310	1.5	1,140	1.3	16		M-THSU	
					2.45						1.4	M-THSU						1.4	M-THSU	
CBS CBS NEWS NIGHTWATCH-3				3.00 6.00AM	3.00	2,100	2.4	1,050	1.2	22	1.5	M-THSU	1,840	2.1	960	1.1	20	1.4	M-THSU	
					3.15				1.5*	22*	1.4	M-THSU				1.3*	20*	1.2	M-THSU	
					3.30						1.4	M-THSU						1.2	M-THSU	
					3.45				1.4*	24*	1.3	M-THSU				1.2*	21*	1.2	M-THSU	
					4.00						1.3	M-THSU						1.2	M-THSU	
					4.15				1.3*	25*	1.2	M-THSU				1.2*	23*	1.2	M-THSU	
					4.30				1.2	M-THSU								1.1	M-THSU	
					4.45				1.2*	24*	1.1	M-THSU				1.1*	22*	1.1	M-THSU	
					5.00						1.1	M-THSU						1.1	M-THSU	
					5.15				1.1*	22*	1.1	M-THSU				1.1*	21*	1.1	M-THSU	
					5.30						1.1	M-THSU						1.0	M-THSU	
					5.45				1.0*	20*	1.0	M-THSU				.9*	16*	.9	M-THSU	
NBC NBC NEWS DIGEST-M-F				8.58- 8.59PM	8.45	9,790	11.2	9,790	11.2	18	11.2	M-F	10,840	12.4	10,840	12.4	18	12.4	M-F	
NBC NBC NEWS DIGEST-2-M-F				1 >	9.45	9,960	11.4	10,140	11.6	18	11.3	M-F								
				2 9.58- 9.59PM	9.45								10,750	12.3	10,750	12.3	18	12.3	TU&TH	

A-43

U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS)

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	#	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE			HOUSEHOLDS (000)	%	SHARE						
EVENING MONDAY-FRIDAY-CONT'D																			
NBC TONIGHT SHOW		11.30-12.30AM	11.30	10,580	12.1	6,900	7.9	24	8.3	M-F	9,610	11.0	5,940	6.8	20	7.6	M-F		
			11.45						8.1	M-F						7.0	M-F		
			12.00						8.2	M-F						6.7	M-F		
			12.15						6.9	M-F						6.0	M-F		
			12.45						5.5	FRI.						4.8	FRI.		
NBC DAVID LETTERMAN I		12.30- 1.00AM	12.30	5,070	5.8	4,370	5.0	23	5.2	M-TH	4,720	5.4	3,930	4.5	21	4.6	M-TH		
			12.45						4.7	M-TH						4.5	M-TH		
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	7,080	8.1	3,500	4.0	19	5.5	FRI.	7,780	8.9	4,200	4.8	23	5.9	FRI.		
			12.45						4.6	FRI.						5.3	FRI.		
			1.00						4.0	FRI.						4.8	FRI.		
			1.15						3.7	FRI.						4.7	FRI.		
			1.30						3.5	FRI.						4.3	FRI.		
			1.45						2.7	FRI.						3.8	FRI.		
NBC DAVID LETTERMAN II		1.00- 1.30AM	1.00	4,110	4.7	3,410	3.9	23	4.2	M-TH	3,670	4.2	3,060	3.5	21	3.9	M-TH		
			1.15						3.5	M-TH						3.1	M-TH		
DAY MONDAY-FRIDAY																			
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,220	1.4	1,220	1.4	15	1.4	M-F	1,400	1.6	1,310	1.5	14	1.5	M-F		
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,190	2.5	2,100	2.4	19	2.4	M-F	2,360	2.7	2,270	2.6	18	2.6	M-F		
ABC ABC SPECIAL REPORT-11:49A(SUS)	2	11.49-12.00NN	11.45														MON.		
ABC ABC SPECIAL REPORT-12:00P(SUS)	2	12.00-12.43PM	12.00														TUE.		
ABC ABC SPECIAL REPORT-12:05P(SUS)	1	12.05- 1.11PM	12.00							TUE.									
ABC RYAN'S HOPE-TUE(B)	1	12.03-12.05PM	12.00	1,490	1.7	1,490	1.7	7	1.7	TUE.									
ABC ABC DAYTIME NEWSBRIEF-M-F		>	2.45	6,210	7.1	6,290	7.2	24	7.1	M-F	6,730	7.7	6,560	7.5	27	7.6	M-F		
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00								8,650	9.9	6,290	7.2	21	6.6	WED.		
			4.15													6.9	WED.		
			4.30													7.8	WED.		
			4.45													7.7	WED.		
CBS CBS EARLY MORNING NEWS		6.00- 6.30AM	6.00	1,310	1.5	1,050	1.2	14	1.2	M-F	1,400	1.6	1,050	1.2	13	1.1	M-F		
			6.15						1.3	M-F						1.4	M-F		
CBS THANKSGIVING DAY PARADE(S)	1	9.00-12.00NN	9.00	19,670	22.5	6,900	7.9	20	4.2	THU.									
			9.15						4.7*	14*									
			9.30						5.2	THU.									
			9.45						6.7	THU.									
			10.00						7.1*	19*									
			10.15						7.6	THU.									
			10.30						7.8	THU.									
			10.45						8.1*	20*									
			11.00						8.3	THU.									
			11.15						8.7	THU.									
			11.30						8.6	THU.									
			11.45						9.1	THU.									
									9.2*	21*									
									9.3	THU.									
									9.4	THU.									
									9.3	THU.									
CBS WILDFIRE SPCL(S)	1	10.00-10.30AM	10.00	2,970	3.4	2,190	2.5	8	2.4	FRI.									
			10.15						2.6	FRI.									
CBS PEE WEE'S PLAYHOUSE SPCL(S)	1	10.30-11.00AM	10.30	3,410	3.9	2,530	2.9	10	2.7	FRI.									
			10.45						3.2	FRI.									
CBS PRICE IS RIGHT I-WED(B) CONT'D	2	11.13-11.30AM	11.00								5,240	6.0	4,980	5.7	27	5.8	WED.		

A-45

U.S. TV HOUSEHOLDS: 87,400,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER HOUR)

A-11. *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS		TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			
DAY MONDAY-FRIDAY-CONT'D																			
CBS PRICE IS RIGHT 1-WED(B)-CONT'D																	5.7	WED.	
CBS TEEN WOLF SPCL(S)	1	11.00-11.30AM	11.15 11.00 11.15	4,280	4.9	3,500	4.0	13	3.8 4.2	FRI. FRI.									
CBS GALAXY HIGH SCHOOL SPCL(S)	1	11.30-12.00NN	11.30 11.45	4,370	5.0	3,580	4.1	14	4.0 4.2	FRI. FRI.									
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,510	6.3	5,420	6.2	25	6.2	M-W		5,860	6.7	5,590	6.4	28	6.4	M-F	
CBS CBS NEWS SP RPT:REAGAN(SUS)	2	12.00-12.30PM	12.00															TUE.	
CBS CBS NFL FTBL PRE-THU(S)	1	12.00-12.30PM	12.00 12.15	12,320	14.1	9,880	11.3	28	10.9 11.6	THU. THU.									
CBS REAGAN NEWS CONF-CBS(SUS)	1	12.05- 1.08PM	12.00							TUE.									
CBS CBS NFL FTBL GAME-THU(S)	1	12.30- 4.13PM	12.30 12.45 1.00 1.15 1.30 1.45 2.00 2.15	27,970	32.0	14,250	16.3 13.7* 15.9 16.2* 16.9 17.1 16.9 16.4*	43 35* 41* 43* 44*	13.1 14.3 15.9 16.5 16.9 17.1 16.9 16.0	THJ. THU. THU. THU. THU. THU. THU. THU.									
			2.30 2.45 3.00 3.15 3.30 3.45 4.00				16.0* 17.4* 17.2* 17.2* 17.2* 16.2* 16.2*	44* 48* 48* 48* 45* 45*	15.9 16.1 17.2 17.6 17.2 17.2 16.2	THU. THU. THU. THU. THU. THU. THU.									
CBS FESTIVAL OF LIVELY ARTS 1(S)	1	12.30- 1.30PM	12.30 12.45 1.00 1.15	4,630	5.3	2,360	2.7 2.9*	8 9*	3.1 2.7 2.6 2.5	FRI. FRI. FRI. FRI.									
CBS YOUNG AND RESTLESS-TU(B)	1	12.30-12.35PM	12.30				2.6*	8*	2.5										
	2	12.30- 1.00PM	12.30 12.45	2,710	3.1	2,360	2.7	11	2.7	TUE.		4,980	5.7	4,200	4.8	18	4.3 5.2	TUE. TUE.	
CBS YOUNG AND THE RESTLESS	2		-GRID 12.45 1.00 1.15									8,480	9.7	6,640	7.6	30	7.6 7.6 7.7	M-F M-F M-F	
CBS SPECIAL RPT IRAN CRISIS(SUS)	2	1.13- 1.38PM	1.00													7.6*	29*		
CBS YOUNG AND RESTLESS-TUE(B)	1	1.08- 1.30PM	1.00 1.15	4,890	5.6	4,630	5.3	20	5.2 5.3	TUE. TUE.									
CBS YOUNG AND RESTLESS-WED(B)	2	1.13- 1.30PM	1.00 1.15									2,970	3.4	2,620	3.0	12	3.3 3.0	WED. WED.	
CBS FESTIVAL OF LIVELY ARTS 2(S)	1	1.30- 2.30PM	1.30 1.45 2.00 2.15	3,410	3.9	2,010	2.3 2.2* 2.4 2.5*	7 7* 7* 7*	2.3 2.0 2.4 2.5	FRI. FRI. FRI. FRI.									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG AUD BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
DAY MONDAY-FRIDAY-CONT'D																			
CBS CBS COLLEGE FOOTBALL-FRI(S)	1	2.41- 6.00PM	2.30 2.45 3.00 3.15 3.30 3.45 4.00 4.15 4.30 4.45 5.00 5.15 5.30 5.45	13,550	15.5	4,200	4.8	14	3.9	FRI.									
							4.1*	13*	4.2	FRI.									
									4.4	FRI.									
							4.4*	14*	4.4	FRI.									
									4.9	FRI.									
							5.2*	16*	5.6	FRI.									
									5.2	FRI.									
							5.1*	15*	5.0	FRI.									
									4.9	FRI.									
							5.0*	15*	5.0	FRI.									
									4.9	FRI.									
							4.8*	13*	4.8	FRI.									
									4.3	FRI.									
							4.4*	11*	4.5	FRI.									
CBS CBS COLLEGE FTBL PRE-FRI(S)	1	2.30- 2.41PM	2.30	3,150	3.6	3,320	3.8	13	3.8	FRI.									
CBS NEWSBREAK-3.44		>	3.30 3.45	5,590	6.4	5,590	6.4	21	6.1 7.0	M-W M-W	5,160	5.9	5,160	5.9	19	5.9 6.2	M-F M-F		
CBS AMERICAN TREASURY		3.58- 3.59PM	3.45	5,590	6.4	5,590	6.4	20	6.4	M & W	4,370	5.0	4,370	5.0	16	5.0	MW		
CBS AMERICAN TREASURY SUS.(SUS)	2	3.58- 3.59PM	3.45														THU.		
CBS AMERICAN TREASURY-SUS(SUS)		3.58- 3.59PM	3.45							TUE.							TUE.		
CBS CBS NFL FTBL POST-THU(S)	1	4.13- 4.30PM	4.00 4.15	8,740	10.0	8,130	9.3	26	11.6 9.0	THU. THU.									
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30 6.45	2,530	2.9	1,660	1.9	17	1.5 2.4	M-F M-F	2,710	3.1	2,010	2.3	17	2.0 2.7	M-F M-F		
NBC MACYS THANKSGIVING PARADE(S)	1	9.00-12.00NN	9.00 9.15 9.30 9.45 10.00 10.15 10.30 10.45 11.00 11.15 11.30 11.45	28,930	33.1	13,630	15.6	38	10.9 11.9*	THU. 35*									
									12.9	THU.									
									13.0	THU.									
							13.2*	34*	13.5	THU.									
									15.7	THU.									
							16.2*	38*	16.6	THU.									
									17.5	THU.									
							17.7*	40*	17.9	THU.									
									18.2	THU.									
							17.8*	40*	17.5	THU.									
									17.0	THU.									
							16.8*	38*	16.6	THU.									
NBC SMURFS-FR SPECIAL(S)	1	10.00-11.00AM	10.00 10.15 10.30 10.45	6,900	7.9	4,020	4.6	15	4.4	FRI.									
							4.4*	15*	4.4	FRI.									
									4.7	FRI.									
							4.7*	15*	4.8	FRI.									
NBC IT'S PUNKY BREWSTER-FR SP(S)	1	11.00-11.30AM	11.00 11.15	5,860	6.7	5,070	5.8	19	5.7	FRI.									
									5.9	FRI.									
NBC ALVIN-CHIPMUNKS-FR SPEC.(S)	1	11.30-12.00NN	11.30 11.45	6,640	7.6	5,680	6.5	22	6.3	FRI.									
									6.8	FRI.									
NBC NBC NEWS SPCL REPORT(SUS)	2	12.00-12.44PM	12.00																
NBC NBC NEWS SPL REPORT(SUS)	1	12.05- 1.12PM	12.00							TUE.							TUE.		

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY MONDAY-FRIDAY-CONT'D																	
NBC SUPER PASSWORD-TUE(B)	1	12.00-12.05PM	12.00	2,100	2.4	1,840	2.1	8	2.1	TUE.							
NBC DAYS OF OUR LIVES-THU(B)	1	1.00- 2.00PM	1.00	3,500	4.0	2,530	2.9	7	3.1	THU.							
			1.15				2.9*	7*	2.8	THU.							
			1.30						2.9	THU.							
			1.45				2.8*	7*	2.7	THU.							
NBC ANOTHER WORLD-THU(B)	1	2.00- 3.00PM	2.00	2,970	3.4	2,190	2.5	7	2.4	THU.							
			2.15				2.6*	7*	2.7	THU.							
			2.30						2.5	THU.							
			2.45				2.4*	7*	2.3	THU.							
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	4,020	4.6	4,020	4.6	16	4.6	MWF	3,410	3.9	3,410	3.9	14	3.9	MWF
NBC NFL '86 NBC-THU(S)	1	3.30- 4.00PM	3.30	4,110	4.7	3,150	3.6	10	3.6	THU.							
			3.45						3.7	THU.							
NBC MAIN STREET 3(S)	2	4.00- 5.00PM	4.00								7,780	8.9	4,280	4.9	13	5.0	TUE.
			4.15											4.9*	13*	4.7	TUE.
			4.30													5.0	TUE.
			4.45											5.0*	12*	5.0	TUE.
NBC NFL FTBL GAME NBC-THU(S)	1	4.00- 7.02PM	4.00	26,570	30.4	13,900	15.9	42	6.1	THU.							
			4.15				9.1*	25*	12.1	THU.							
			4.30						15.1	THU.							
			4.45				15.8*	45*	16.6	THU.							
			5.00														
			5.15				17.7*	48*	17.5	THU.							
			5.30						17.9	THU.							
			5.45				17.4*	46*	17.2	THU.							
			6.00						17.5	THU.							
			6.15						17.5	THU.							
			6.30				17.4*	43*	17.4	THU.							
			6.45						18.0	THU.							
			7.00				18.1*	42*	18.2	THU.							
									16.9	THU.							
DAY SATURDAY																	
ABC CFA COLLEGE FOOTBALL-PRE	1	3.00- 3.22PM	-GRID	3,850	4.4	3,230	3.7	11			2,620	3.0	1,920	2.2	6		
	2	3.00- 3.23PM	-GRID						4.1								
			3.15														2.1
ABC CFA COLLEGE FOOTBALL GAME	1	3.22- 6.38PM	-GRID	15,640	17.9	5,860	6.7	17			13,020	14.9	3,230	3.7	9		
	2	3.23- 6.42PM	-GRID				8.6*	18*	8.6					5.2*	10*		5.2
			6.30														
CBS IN THE NEWS- 8.26AM-SUS(SUS)		8.26- 8.29AM	8.15														
CBS IN THE NEWS- 8.56AM-SUS(SUS)		8.56- 8.59AM	8.45														
CBS IN THE NEWS-11.56AM	1	11.56-11.59AM	11.45	3,500	4.0	3,150	3.6	13	3.6		4,280	4.9	3,850	4.4	15	4.4	
CBS IN THE NEWS-12.26(B)	2	12.26-12.29PM	12.15								1,920	2.2	1,750	2.0	7	2.0	
CBS IN THE NEWS-12.26PM	1	12.26-12.29PM	12.15	2,450	2.8	2,270	2.6	9	2.6								
CBS CBS COLLEGE FOOTBALL PRE	2	2.00- 2.23PM	-GRID								7,170	8.2	5,510	6.3	19		
			2.15														6.8
CBS CBS COLLEGE FOOTBALL GAME	2	2.23- 5.18PM	-GRID								18,440	21.1	8,390	9.6	26		
			5.15											11.2*	27*	11.5	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1							WEEK 2						
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY % HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	2,880	3.3	2,800	3.2	20	3.2		4,200	4.8	4,020	4.6	24	4.6	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,020	4.6	3,850	4.4	22	4.4		4,890	5.6	4,720	5.4	23	5.4	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	5,160	5.9	4,890	5.6	21	5.6		6,560	7.5	6,210	7.1	24	7.1	
NBC ONE TO GROW ON-11:28AM		11.28-11.30AM	11.15	5,590	6.4	5,420	6.2	21	6.2		5,940	6.8	5,590	6.4	21	6.4	
NBC ONE TO GROW ON-11:58AM		11.58-12.00NN	11.45	5,160	5.9	5,070	5.8	20	5.8		5,330	6.1	5,160	5.9	20	5.9	
DAY SUNDAY																	
ABC ABC WRLD NEWS TONIGHT-SUN	1	6.30- 6.43PM	-GRID	6,990	8.0	6,900	7.9	14									
CBS CBS NFL FOOTBALL GAME 1	1	1.00- 4.03PM	-GRID	25,000	28.6	12,500	14.3	33			30,680	35.1	16,690	19.1	42	19.2	
	2	1.00- 4.13PM	-GRID											18.6*	39*	4.5	
			4.00														
			4.15														
NBC NFL FOOTBALL GAME 1-NBC	1	1.00- 4.23PM	-GRID	28,580	32.7	13,110	15.0	34			15,380	17.6	5,860	6.7	15		
	2	1.00- 4.19PM	-GRID											7.8*	16*	6.7	
			4.15						17.9*	38*	16.9						

Client Notice

December 19, 1986

THE PRESIDENT'S NOVEMBER 25 PRESS CONFERENCE

President Ronald Reagan held a nationally televised press conference on Tuesday, November 25, 1986, at 12:05-1:08PM NY Time.

NTI estimates of the audience reached by the combined facilities of the three national TV networks are as follows:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	24.9	21.8
Average Audience		
Households	16.0	14.0
Total Persons*	8.0	18.1
Total Women	13.3	12.1
18-49	9.4	5.4
Total Men	6.6	5.4
18-49	4.2	2.3
Total Teens	LT	LT
Total Children*	1.7	0.6

*Excluding children under 2 years of age.
LT- Below Minimum Reporting Standards.

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LOCAL MARKET INFORMATION SERVICES

Client Notice

December 19, 1986

PRESIDENT REAGAN'S SPEECH ON THE IRAN/NICARAGUAN DEAL

In a televised speech on Tuesday, December 2, 1986, President Reagan requested a special counsel to look into the case concerning the diversion of dollars to Nicaraguan rebels from U.S. arms sales to Iran.

The President's remarks were carried by the three national TV networks from 12:00-12:30PM NY Time. NTI estimates of the audience reached by the three networks combined are:

	<u>Percent</u>	<u>Millions</u>
Total Audience		
Households	20.4	17.8
Average Audience		
Households	17.5	15.3
Total Persons*	8.3	18.9
Total Women	14.1	12.8
18-49	9.0	5.2
Total Men	6.5	5.3
18-49	3.1	1.7
Total Teens	1.6	LT
Total Children*	1.5	0.5

*Excluding children under 2 years of age.
LT - Below Minimum Reporting Standards.

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LOCAL MARKET INFORMATION SERVICES

Client Notice

January 16, 1987

NIELSEN NATIONAL TV RATINGS REPORT
1ST DECEMBER 1986 REPORT
November 24-December 7, 1986

On page A-16 of the above report, the episode title for the NBC Sunday Night Movie was incorrectly reported. The correct title should be 'The High Price of Passion'. All other data are correct as reported for NBC Sunday Night Movie.

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NETWORK INFORMATION SERVICES

